

SECRETS OF THE MAIL-ORDER TRADE



The Library
of the
University of North Carolina



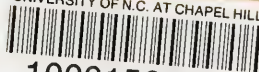
THE LIBRARY OF THE
UNIVERSITY OF
NORTH CAROLINA
AT CHAPEL HILL



ENDOWED BY THE
DIALECTIC AND PHILANTHROPIC
SOCIETIES

HF5466
.S3

UNIVERSITY OF N.C. AT CHAPEL HILL




10001568741

PROPERTY
OF
GUSTAV A. KUEHN

This book is due at the LOUIS R. WILSON LIBRARY on the last date stamped under "Date Due." If not on hold it may be renewed by bringing it to the library.

DATE DUE	RET.	DATE DUE	RET.
JUN 20 1980	WUN 19 '80	APR 29 1996	
DEC 26 1980	DEC 1 '80	APR 24 '96	
FEB 6 1982	FEB 9 '82		
APR 5 1982	W 13 '82		
JUN 18 1982	W JUN 18 '82		
MAR 9 1984	7 '84		
FEB 12 1984	MAR 26 '84		
NOV 09 1990			
DEC 21 1990			
OCT 25 1992			
OCT 28 '92			
JAN 09 1995			
JAN 15 '95			
MAR 20 1995			
MAR 29 '95			



Digitized by the Internet Archive
in 2011 with funding from`
University of North Carolina at Chapel Hill

SECRETS

OF THE

Mail-Order Trade

A Practical Manual for Those Embarking
in the Business of Advertising
and Selling Goods by Mail,

BY

SAMUEL SAWYER.

1900.

Published by
THE SAWYER PUBLISHING COMPANY, Temple Court, New York City,
and Waterville, Maine.

HF576

.S3

DN

SECRETS

John Oliver Lodge

E.A. Woods fund
G.

TABLE OF CONTENTS.

	PAGE
Preface	7
Wealth	9
A Real Road to Wealth.....	10
General Business Suggestions.....	14
How to Buy Goods.....	16
The Postal Guide.....	20
Two Ways of Advertising.....	22
About Handling Complaints.....	25
The "Old Horse" Drawer.....	33
Lists of Names.....	35
Testimonials in Advertising.....	36
References	41
When to Advertise.....	43
Advertising Goods not on Hand.....	45
Selection of a Name.....	48
General Advertising Agencies.....	52
Date Limit on Advertisements.....	55
Work-at-Home Schemes	57
How to Deal with a Bank.....	63
Advertising Experts.....	65
Different Ways to Say Things.....	66
Dealing with Printers.....	68
Cuts and Electrotypes.....	69

	PAGE
Foreign Stamps and Money.....	70
Dealing with the Post Office.....	70
Theft in Mail-Order Houses.....	72
Lawyers for Advertisers.....	74
Blackmailers	76
Postage Stamps	78
Love, Relatives and Business.....	79
Liquors and Mail Orders.....	79
Advertising Representatives	81
Advertising Trade Journals.....	82
Special Advertising Agencies.....	84
Publications in Foreign Languages.....	84
Advertising Counterfeit Money.....	85
Indecency in the Mails.....	87
Abbreviations	89
Hints on Addressing	91
The Law of Fraud Orders.....	92
Fraudulent Use of the Mails.....	95
Lotteries	101
Indexing Systems	104
Mail-Order Journals	113
Daily Newspapers	122
Magazines	124
Class Publications	125
Sizes of Type	126
Medical Advertising	128
Value of Good Will.....	137
Goods on Credit.....	141
Keeping Correct Addresses.....	148
Keying Advertisements	148
Perplexing Problems	152
Adjusting Small Deficiencies.....	157

	PAGE
Export Mail Trade.....	159
Sundry Suggestions	160
Manufacturing Guide	162
Introductory Remarks	162
Herbal Tea	162
Dyspepsia Tablets	163
Hair Remover	164
Perfume Tablets	165
Laxative Candy	166
Hair Grower	166
Face Powder	168
Glove Cleaner	168
Invisible Ink	170
Tooth Powder	170
Mucilage Pencils	172
Eggs of Pharaoh's Serpents	172
Baking Powder	173
Sachet Powder	175
Kidney Tea	175
Vinegar Making Process	176
Ink Papers	178
Fluid Ink Eraser	179
Liquor Habit Cure	180
Seltzer Aperient	180

PREFACE.

Until the production of this volume, no treatise has existed which deals with the mail-order business in a comprehensive, unbiased and practical manner. This fact is quite remarkable in view of the importance of the mail-order trade, which amounts to millions of dollars annually, at present, and which is growing all the time.

The author of this book has had a long and practical experience in various branches of the mail trade. In addition to this, he has had an especial opportunity for close observation of the business as a whole, having given it his constant study.

No pretense is made that every person who reads this book can enter the mail trade and become successful, but we do assert that a person with enough general ability to make any sort of headway in any other mercantile lines, can make a particular success in the mail trade by giving the proper attention.

The publishers will be pleased to receive criticisms upon this volume and further suggestions from its readers, with a view to assisting in the preparation of future editions.

WEALTH.

If everyone were to wake up to-morrow morning as wealthy as Cræsus was, we should all find ourselves in a bad mess, with perhaps the exception of a few old stagers like Hetty Green and Russell Sage who have virtually reverted to the clam-like existence.

With several loads of gold and treasury notes at our front door to-morrow morning, we would be compelled to do our own unloading and storing, because everyone else would be too busy with his or her pile, to bother with ours. Then we would decide to move to a mansion and eat our lunches at the swaggerest places down town. But the teamsters wouldn't move our furniture as they would be negotiating for breweries and automobiles, while at the down-town restaurant, we couldn't get anything to eat because the cooks and waiters would be at the races. At the theatre, actors wouldn't act nor scene shifters shift, as they would be meandering upon the Rialto. And so on.

We might persuade our wives to cook a few quail after we had shot them, or to wash our clothes, but all this work of love on our wives' part would not add to the satisfaction of existence. Therefore it is evident that if everyone could be wealthy, we should all be far from happy. On the other hand, wise Nature has provided that some of us shall become rich and employ others, while some shall remain poor and work for others.

The road to wealth seems to be the one that most people aspire to, yet few get on that road. The great mass of population, after a few years of vain trying, lose their ambition and become reconciled to the status of lifelong toilers.

The road to riches is very narrow, which in plain English is this: There are very few lines of business or profession that lead to wealth. Stock operators, (erstwhile gamblers

in shares,) sometimes achieve great riches. But only the cleverest of people can win at that game, and the pathway to success is strewn with suicides and victims of mental disorders, representing those whose brains could not stand the excitement of the ups and downs of the business. Some manufacturers become rich, also coal, ice and gas merchants, also real estate dealers and money lenders.

A REAL ROAD TO WEALTH.

One of the real, up-to-date roads to wealth lies in the interests which depend upon advertising for their promotion. The writer could call off the names of successful advertisers by the hundreds, from memory, and if there was anything to be gained by going into statistics, it could be shown that the principal merchants in every city owe their success primarily to advertising. To-day, the most fertile portion of the field (and a comparatively untilled one), is that which is known as mail-order advertising.

Its innovation dates back to the entrée of the cheap postal system, in the forties, although it made but slight headway until after the Civil War, then it began to develop and grow, until now it is such a gigantic feature in commerce that it is attracting world wide attention.

Mail-order business is trading in which at least a part of the transaction is effected through the medium of the post office department. Up to a few years ago, almost every commodity was purchased either from the local tradesmen, or from travelling agents. If the village merchant did not have the desired goods for sale, or if no itinerant canvasser happened along, the prospective consumer would usually wait.

Back forty years ago, a farmer would never have thought of writing from his home in St. Lawrence County, New York, to a concern in Chicago, sending two dollars by registered letter for a patented alarm clock. Now, such procedure is almost as likely as it is that the granger will wait until he goes down to Ogdensburg, Malone or some other trading center. People living in the South, send money to the North for shoes, now, to a considerable extent, making

their selection from the extensively varied stocks of dealers who cater for mail orders. The sheep herder in Montana can select a watch to suit his fancy from a hundred or more kinds offered by a St. Louis house and get it even more cheaply than by trying to make his choice from a small selection when he visits Billings on the next occasion a year or two hence.

The woman in Hoquiam, Washington, who desires to wear a hat of the latest style and have something that has not been displayed, with price tag in the local millinery shop, to all the female population of the town, can get it from St. Paul, Denver, San Francisco, New York, or some other point, without any bother or unusual expense. The schoolboy in Chattanooga who wants some novelty, a magic trick or something else not "chestnutty" can easily get it, now, by answering an advertisement of a Boston dealer. The young lady in Mandan, N. D., who wants a musical instrument, something not in the stock of the local dealer, can procure it by ordering through the post, from Cincinnati. Still further, a man suffering with hay fever, in Illinois, may consult a specialist in Buffalo, or the sufferer from obesity in Milwaukee may order anti-fat medicine from St. Louis. The farmer's son may take up a course of instruction in law, civil engineering or almost any other branch of technical learning, using his bedchamber for the school, and receive tuition with examination of his work, with other educational details, from a city hundreds of miles away.

The foregoing are a few instances of what the mail-order business of to-day is accountable for. There is hardly anything in the category of commodities that is not sold by catalogue or newspaper advertising or both. The origin of the mail-order business came with the establishment of popular mails and its development has kept apace, and in some features has gone ahead of the growth of the postal service. This is not only true in America, but abroad, where in Great Britain, for example, the postal service has superior features for mail-order trading, much in advance of ours, but we are coming out all right ere long. At present, our postal system is handicapped by abuses of several kinds, due largely to the

money paid for the so-called lobbies at Washington in the interests of certain transportation lines and other institutions. Time and good public judgment will adjust these objectionable points and we shall be able to boast that no country can equal our own in the safe, cheap and systematic handling of mail matter.

There are, roughly and liberally estimated, five thousand individuals or concerns whose principal business is done through the mails. I don't refer to the carriage wheel manufacturer, who ships his goods to country wheelwrights, or any other wholesale trader, but to concerns that deal with the retail buyer. I claim that twenty-five thousand more dealers can start in the mail-order trade and become successful. This would mean about one mail trader to every four thousand people in the United States and Canada and when I say there is room for the number of mail traders that I have mentioned, I say it conservatively. The argument that might be brought up against this is the damaging effect of competition. I think the ordinary competition is a big bugbear and except in certain localities or lines of trading, is fancy rather than reality.

I have seen demonstrated, time and again, that a dozen persons advertising similar lines of goods, in the same publication, have each developed more business than was done when only one or two were in the field. Put two barrooms in a Chicago block alongside one that has been doing business there a year or so and you will notice that the pioneer is doing as large a business as ever, while the other two are thriving. Put a new magazine before the public and if meritorious, it will gain a large circulation without detracting from the sale of others. Let two men go out fishing in Swampscott dories and they will each bring in a good many cod. Increase the number to fifty men in fifty boats, and they will all do as well as the originals, experience and ability being equal. In fact, they will probably all do better by the development of the size of the dory fleet, because where two clams on two fish hooks might not stir up much excitement, fifty of them will attract a piscatorial gathering of importance.

Montgomery Ward & Co. thought they controlled all that was worth mentioning in the mail-order trade and their business amounted to hundreds of thousands of dollars annually. Another concern has entered the same field, which does probably as much business as the first mentioned and two or three quite recently established institutions are making their way to the front rank. All the while, Montgomery Ward & Co. do an increased business each year and such will probably continue to be the case so long as they accommodate the public as well as heretofore. I suppose a reason for this is embodied in that simple old saying, "the more the merrier."

Let one man take samples of his cattle, bicycle, sewing-machine, flapjack turner, or other specialty in which he deals, to a large hall or auditorium and he will create no attention except that of a limited number of pedestrians who happen to pass by. But let three hundred dealers in merchandise assemble with specimens of their wares and a public fair is constituted, to which the people will flock by the thousands from miles around and even pay for the privilege of entering the enclosure to examine the goods intended to be sold. Explain why this is so and you have the reason why, up to a certain limit, the more the merrier and each doing well. This, as I have indicated, applies to the mail-order trade. Except as to some conditions, where a certain specialty without permanent merit is pushed too hard, the element of competition is helpful rather than hurtful. Truly "competition is the life of trade."

The mail-order trade is in its infancy. It will probably never be on a par with local trade as to the total amount done within a given period. but fifty years hence, it will be so popular that people will realize the need and convenience of it, as they do railroads, telephones, or the postal service itself.

Obviously, there is plenty of room for the beginner, whether he be a local retail merchant already, or whether he be one who never transacted business before. The degree of each mail trader's success will depend largely upon his own resources. Anyone can start in this business. but whether he stays in it, depends upon the same well

understood principles that govern success or failure in any of the walks of life. Probabilities of success in establishing a mail trade are better than those in building up almost any other line of industry, because the field of operation is so large and the business is not overdone.

GENERAL BUSINESS SUGGESTIONS.

In this chapter are given some suggestions which will, in most cases, apply to the business of any merchant, whether he be an advertiser or not. As numerous persons who read this book will be entering the business world for the first time, the writer believes that the perusal of this collection of advisory paragraphs will not come amiss.

Among the essentials to a permanent and tranquil business success are honesty and keeping of promises. These virtues should reign throughout the entire establishment, from the fellow who owns the concern to the gentleman who removes the rubbish.

The chances are about ten to one that a successful mail-order dealer will be tempted to speculate in stock and grain margins, or other similar risks and the chances are also ten to one that he will lose money thereby. Even those few who are successful, usually neglect their regular business. Don't be too eager to get wealthy. You won't enjoy your money, if it comes too quickly.

Be careful about rendering yourself liable on bonds or other forms of security. Even if you should be lucky enough to escape the necessity of paying up one or two of these accommodation affairs, you will find your credit has become damaged among the more conservative of your creditors.

When persons dissolve partnership, it is important that proper notice be given to all creditors and debtors. If this matter is neglected, each member of the old firm may be held responsible for continued acts of the other.

It is not wise to continue a habit of giving or accepting verbal orders, even if dealing with one's best friends, because in the mail trade particularly, one's mind becomes so filled with details, it is very probable that certain conditions of certain agreements may be forgotten. Misunderstandings

thereby arise and a lot of annoyance is caused, which might have been avoided by a written order of memorandum. It is well known among lawyers that verbal contracts are great feeders for the courts. Then, too, is the possibility that one of the parties to the contract may be called away.

The giving and taking of receipts is a good practice. It does no harm and in some instances, has proven to have done a great deal of good. Old receipts are occasionally found to be very valuable for the proving of things other than the mere financial transaction recorded upon them.

Adopt one style of signature and don't change it. If you fancy W. Henry Smith, (provided that is your name) or W. H. Smith, or William H. Smith, stick to the usage that you once adopt, unless you find a good reason for making a change. An exception is to be made, of course, in the signing of legal documents, when the entire name must be written. Adhere to the same form of penmanship in writing your signature.

A fire insurance policy is advisable at all times. Correspondence, records, etc., cannot be insured and the more valuable of such should be kept in the safe. Old letters received in reply to advertisements, which have a certain commercial value in the mail-order trade, cannot be insured in the thoroughly responsible companies, but there are certain insurance concerns, which, although not highly rated, will take such risks and in all probability would pay losses, if incurred. The cost of insurance, as a rule, is comparatively light, the rate depending principally upon the location of the establishment.

Contracts entered into with persons under legal age, may sometimes be enforced, at other times, they may be decided worthless in the courts, therefore it is well to keep this point in mind. It is often unsafe to enter into transactions with intoxicated persons. Better wait until they sober off.

Borrowing money in small sums from friends or business men, is a bad habit which grows worse each year if not checked. Sometimes it becomes quite necessary to borrow a few dollars for a day or two, but in most instances, a little arranging will enable one to avoid encroaching upon the funds of others.

An old-time mail-order man, who has a large coterie of friends, carries a sum always under fifty cents in one of his trousers' pockets. When asked for a loan, he readily pulls forth the contents of that pocket and says: "You see I've got but a few dimes to spare and I'll need some money for cigars, so better try elsewhere." If Mr. Plummer's plan doesn't appeal to the reader, let him learn to say *no* in plain English, or adopt some other excuse—but don't loan the money unless the case is an exceptional one.

HOW TO BUY GOODS.

To the retail merchant, who is studying this book, I have nothing important to say on the subject of how to buy, except that he read my suggestions about the quantities in which to purchase. This chapter is intended for the novice.

To buy well is a great art. Some men devote their whole business career to buying one article, such as cotton, gloves or tea. The mail-order man, who generally has from one to a thousand things in his catalogue, will find it not an easy task to become conversant with the "how, when and where" of purchasing his supplies. I will give some general principles and suggestions for obtaining goods.

Anything in the line of medicine, toilet preparations or other articles of similar method of composition can usually be obtained from a manufacturing chemist cheaper than by home manufacture, unless the quantities be so great as to warrant the establishment of a special laboratory. There are about a dozen manufacturing chemists who make proprietary articles, such as are advertised. Most of the pills and powders on the market are made by these firms for the advertisers. Liquid preparations, with a few notable exceptions, however, are compounded by the wholesale chemists and sent to the promoters of the medicines in casks, bottling being done on the advertiser's premises.

Bottles and corks are obtainable at lowest prices from concerns that deal in these articles exclusively, rather than from general jobbers. There are concerns that do nothing else but make labels for medicine packages and bottles. Paste-

board boxes, stiff with loose cover, or folding form, are quite invariably made to order by manufacturers of such.

The class of firms that are referred to in the above paragraph are generally known to the druggists. If you can strike up an acquaintance with a drug-store manager, he will give you much valuable information and some available addresses. If you are disinclined to get your information in this manner, you can send ten cents to the publisher of PHARMACEUTICAL ERA, New York City, or AMERICAN DRUGGIST AND PHARMACEUTICAL RECORD, New York City, (or any other druggists' journal), for sample copies of their publications, from which you can get numerous addresses of "first hands."

If you want to buy novelties, such as games, puzzles, tricks, toys, amateur printing presses, cheap photographic outfits and the thousand and one articles, which form leading or misleading features in mail-order catalogues, you will find about thirty desirable sources of supply. An advertiser who sells such goods will often give information, if asked. Addresses of firms that supply such goods can be, in some instances, obtained by reading publications devoted to advertisers' interests. There are a few concerns which will fill retail orders for advertisers, at stated amounts, sending goods direct to customers, thereby saving considerable detail for the dealer. Such procedure as the latter, however, is only practicable for a small business, as any advertiser who receives orders to a large extent would quickly see the desirability of controlling his own mailing department.

Watches, both imported and American made, are distributed through jobbers, who usually deal in them exclusively. There are about a dozen of these wholesale dealers on Maiden Lane, New York City, and several in other parts of New York, as well as other large cities. Wholesale prices of timekeepers vary, generally depending upon what price the jobber can collect from the purchaser. It therefore requires some knowledge and shrewdness to purchase watches as low as they can be had.

Jewelry, such as is generally used in the mail-order trade, comes mostly from Providence, R. I., and North Attleboro, Mass. A person who contemplates using any article or

series of articles in the jewelry line, such as rings, chains, bracelets, necklaces, pins, etc., should, if possible, make a visit to both the above mentioned places and call at the establishments, whose addresses are supplied by the local directories. It will be found that each manufacturer has his specialty, whether it be rings, watch charms or some other feature of the jewelry line. A few of the houses have representatives in New York City.

Silverware is made especially for the mail-order trade by certain manufacturers, the largest of which is, probably, one near Niagara Falls.

There are a number of lines of books gotten out especially for sale in the mail trade and the publishers' names usually appear in the volumes, therefore the headquarters of any particular book can generally be easily ascertained. One or two concerns, dealing in this form of specialty, make a feature of sending books directly to retail buyers from names and addresses supplied by advertisers, but it may be mentioned here that publishers who do this, afterward use the addresses for their own purposes, therefore whether the scheme is advantageous to the dealer is a matter of question.

Chinaware in form of tea-sets, dinner-sets, also glassware sets, etc., can usually be bought to as good advantage from jobbers in these lines, as by trying to deal direct with the manufacturers or importers.

It is quite needless to mention that there are jobbers in almost every line of business and their establishments are most plentiful in large cities. The enterprising young mail-order advertiser, although quite inexperienced, can find his way to the jobbers' establishments by mail or personal visit without much difficulty. So many persons are desirous of obtaining specific list of addresses of the best supply houses of commodities handled by the mail trade, that we have published such, in the form of a condensed directory, for the benefit of those who wish to communicate with supply houses. This list is genuine, that is, we publish it without fear or favor. No concern pays to have its name on the list, nor will we be induced to recommend any firm that we do not believe to be all right. This schedule is revised from time to time and will be supplied upon application,

accompanied by three two-cent stamps to pay the cost of mailing, with estimated proportionate cost of revising, printing, clerical labor and so forth. In sending for it, address the publishers of this book and request SPECIAL DIRECTORY OF TRADE SUPPLY HOUSES.

Now, let me give a few points which may be essential in buying. Assuming you are making the best trade possible, give your order in writing and specify plainly what is expected. If you are so careless as to neglect the giving of written orders, you will be taught better by bitter experience. You cannot say too clearly what you require.

Another thing to arrange for, is the matter of transportation. Some concerns, while adhering to their scheduled price strictly, will allow you to insist upon the condition that they pay the freight. It is a little point worth bringing up at the proper time. Sometimes after contracting for, say ten thousand articles of a certain description, even for spot cash, you can arrange to receive and pay for half the quantity now and the other half at some specified date, later on. This little scheme in buying, I have known to work well in some instances, where a manufacturer would refuse to supply a small lot of goods as cheaply pro rata as a large lot, yet would accept an order for the large amount to be delivered as desired, which is, of course, agreeable to the advertiser if he feels sure of disposing of the articles. The matter of discount for cash or ten days' payments is worth consideration. If you are buying a thousand dollars' worth of goods each month and can get five per cent rebate by paying your bill on the spot, it means you are saving sixty per cent a year discount or interest. By all means, take advantage of discounts wherever and whenever you can get them. Some merchants assert that the only profit they make in business is the discount which they save.

In buying an article that you expect to advertise to considerable extent, make sure of your supply. Jobbers, who are unacquainted with the method of mail-order trading, are liable to disappoint those who deal with them, by getting the advertiser to make a leader of some specialty and when the orders begin to come pouring in, the mail trader is suddenly confronted with the tale that the "supply is exhausted"—"no

more can be imported for several weeks"—"manufacturer has stopped producing this article," or something else to a similar discouraging effect. A firm that I know, once undertook to catalogue specialties sold by a big Broadway, New York, jobbing house and learned to its sorrow that a regular supply of the certain grades of articles advertised could not be relied upon. It should always be kept in mind that orders will come for articles, months or even years after they have been advertised in the newspapers or in catalogues.

THE POSTAL GUIDE.

Once each year, there is issued a large volume of the UNITED STATES OFFICIAL POSTAL GUIDE by the authority of the post-office department. It contains an alphabetical list of all the post-offices in the United States with county and state, a full list by states, list by states and counties, rates of postage, synopsis of postal laws, orders and rulings of the department, regulations regarding foreign mails and so forth. This book is not published by the government itself, but is given out to a job printer on contract. The volume referred to is presumably to be delivered early in January of each year, but it generally gets around to general circulation about the first of February. It is published in paper covers, also in cloth covers. The price for one edition being \$1.50 and that of the other, \$2.00, including subscription to the monthly revised pamphlet sent out under the same title. The POSTAL GUIDE can be ordered from any postmaster.

Every mail-order advertiser should have one or more of these books, as it is what might be reasonably termed the mail-order man's Bible. In a business involving over a hundred letters weekly, one of these books is a necessity. Some of the large advertisers buy them by the dozen. The principal object of the annual volume is to enable the quick tracing of incomplete or illegibly written addresses. For instance: if according to the letter and postmark on envelope, it is difficult to determine whether the town of Walsenburg is in California or Colorado, the POSTAL GUIDE will afford the information. If it is not easily apparent whether a person is writing from Tonba or Yonba, Yanba, Tanba, or Youba

in Ohio, the book will settle the doubt. Of course, it isn't an infallible key to all difficulties with erroneous or indistinct addresses, particularly where there are sometimes as many as a dozen towns with the same name in as many different states, but the U. S. POSTAL GUIDE certainly fills a most important mission.

Then, also, there are the various postal regulations, which every mail-order advertiser should understand. It is surprising to note the limited amount of general knowledge on the subject of postage rates. How many advertisers can answer such questions as these? What is the difference in postage rate between sending a copy of HARPER'S MAGAZINE and Oliver Ditson Co.'s catalogue, if each weighs seven ounces? What is the difference in postage between sending a six ounce copy of PILGRIM'S PROGRESS packed with a half ounce tape measure, or sending each separate? What is the rate of postage on merchandise to Mexico? The book referred to, teaches these things and many more that are of greater importance. It is not economy to use an old issue of the POSTAL GUIDE, the postal changes during a year are remarkably numerous.

The CANADIAN POSTAL GUIDE is another serviceable volume, being compiled on similar lines to the one above referred to. It can be obtained (in paper cover, twenty-five cents, in cloth, forty cents,) by sending the required amount in silver (or Canadian postage stamps, plus two cents,) to Mr. F. Gouldthrite, Superintendent, Department of Public Printing and Stationery, Ottawa, Canada.

Any advertiser who is interested in the improvement of our postal service, and in gaining considerable general valuable postal information will do well to send an English shilling, twelve English penny stamps, or a money order for a shilling to the Secretary, G. P. O., London, England, for a copy of the BRITISH POSTAL GUIDE, postpaid. It is also valuable for the usual references in connection with mail orders from the United Kingdom.

Another treatise of some importance is the volume of U. S. POSTAL LAWS AND REGULATIONS which can be examined at any post-office, upon application.

TWO WAYS OF ADVERTISING.

The temptation of a beginner in the mail-order advertising business is toward exaggeration, which occasionally leads to downright deception and swindling. This condition becomes so easily possible, because the people like it to be so. If Barnum ever said what is attributed to him about the desire of the public to be humbugged, he made a true statement. So also did Lincoln when he remarked about the impossibility of deceiving all the people all the time.

There is a good field in the mail-order business for the adept swindler. If he is particularly sharp, he may be able to get away with a large amount of funds, as witness the cases of the E. S. Dean Co., William Miller and numerous others. But does it pay? We often hear people say that they would not sell themselves by stealing a few dollars, but if they could make a successful robbery of several thousand, they would grasp the opportunity. They say this upon theory. Those who have put the thing into practice have, in most cases, said afterward that they wish they had gotten their money legitimately, even if slowly, and held all the while the respect of their fellow-men, their families and their own consciences. Even if a man or clique of persons operate a deceptive game through the mails and cover their tracks so well as to avoid serious legal consequences, they nevertheless generally have plenty of trouble in some other manner, either by fighting among themselves as to the division of the spoils, or passing through other tribulations, which naturally befall those who do not do business "on the square."

Money is a good thing, but it is not all that we should live for, in fact, there are several other features of existence, which are more consequential than cash. I don't mean to sneer at the purchasing power of money—a dollar honestly earned goes a great deal farther and buys more real happiness than one which is dishonestly secured. However, without further moralizing, what I want to point out to the beginner is the desirability of avoiding the temptation of

walking over the line which divides fair dealing from unfair dealing.

As I said before, the people are credulous. They will answer deceptive advertisements and will send money to the deceivers. If you were to ask any business man whether people would send you a dollar apiece in great numbers, if you advertised to give a bicycle or house and lot at that price, your friend would tell you that the people are not such fools, yet it has been demonstrated that the people will grasp at just such alleged opportunities as these. Then after receiving the dollar and failing to deliver a bicycle, such as your patrons are led to expect, but sending them instead a toy wheel or bicycle watch charm, (as one man did), you are no longer able to do business with these people. You make considerable money, perhaps, and figure in your mind that you can catch another lot of unthinking persons by some similar device under another name elsewhere. If you have managed to avoid the prosecuting machinery of the post-office department and pull through your first enterprise, you will become bolder on a second attempt and the chances are that you will be embraced in the strong arm of the law, not only suffering the penalty of operating the fraudulent scheme in which you are entrapped, but for the working of humbugs previously. Perhaps you may have come out of the entire proposition with several thousand dollars, or even half a million, but you will sooner or later be sorry and probably remark in your mind that you wish you had started your business life differently.

The public on the whole appreciates and remembers good value, as easily as it becomes disgusted at being taken in. The mail-order advertiser must prepare his announcements with a view as to whether he wants to get small profits, satisfied buyers and continued patronage, or whether he wants to make a big "raise" immediately, giving people less than they are led to expect and caring nothing as to their future good or bad will. Let me illustrate two cases in point.

A manufacturing concern, in Connecticut, produced an interesting little novelty in the form of a sun-dial enclosed in a watch-case. It was the same size as a gentleman's watch and when the case was opened, revealed the dial by

which time could be determined from the sun, in the good old-fashioned way of our forefathers. This article was produced and supplied at wholesale for a few cents to any concern that wanted to buy.

One New Yorker conceived a bright idea. He had an illustration made of the article in such a manner that any one who glanced at it would naturally say it represented a nice watch. Then he prepared an advertisement describing the "new timekeeper; warranted for twenty years, not to get out of order" and so forth. In no part of the advertisement did he say it was a watch, yet he called it a timekeeper, which was true enough, and by the general language of his announcement led the reader to believe that a watch could be obtained with a subscription to a cheap publication, for one dollar. This was before the days of Ingersoll and New Haven watches, when ten dollars was considered a fair price for almost any kind of a pocket chronometer.

The people answered this advertisement by the thousands and every purchaser was indignant. People showered their complaints upon the police and postal authorities, but as there was really nothing in the advertisement which described the article as a watch, the authorities were afraid to undertake legal action. The advertisement said "these hunting-case timekeepers are worn by some gentlemen instead of Elgin or Waltham watches," which was quite true enough probably, for the same reason that some people carry a bunch of keys on the end of a watch-chain and a pawn-ticket in their vest pocket. No misstatement in language could be found by the district attorney and no prosecution ever went very far, but the promoter of the scheme was compelled to submit to columns of unpleasant newspaper exposures, and found that, after closing up his operation, he could not go into business again. He spent much time and money in trying to become re-established, but it amounted to nought and to-day he is comparatively poor.

At the same time that these sun-dials were put on the market, another New York publisher advertised the article, announcing it as being a "neat solar timekeeper in a pretty watch style case." The advertisement further explained just what the article was, so that nobody could buy it under

a misapprehension. This man did not sell as many of the sun-dials as the other, and after deducting advertising expenses, his profit was but two or three cents on each order, whereas the other made about eighty cents on every dollar. The man who described the article just as it was, gave satisfaction to his patrons, because the article was good enough for anyone who desired a thing of the kind. I may say that this other scheme also involved a subscription to a journal. To-day, the same man is publishing his periodical, which has a large circulation and he has slowly but surely accumulated a fortune. His plan has been to give full value without misrepresentation to everyone. Both the successful and the unsuccessful man are good fellows, and in a business way, I believe, those who know them both, put as much faith in the moral standing of one as of the other, but their policies of dealing with the public have differed. I have watched other cases than this and the deduction I have made is that, laying any matter of conscience aside, it is desirable to treat the public well, as a matter of business policy.

ABOUT HANDLING COMPLAINTS.

This is one of the most unpleasant, erstwhile important features of a mail-order enterprise. No mailing business can be carried on without a percentage of complaints. They are just as sure to occur as is Christmas. Their causes are a legion. Here are a few of the common reasons which lead people to make a fuss:

DELAY IN FILLING ORDER.

SENDING GOODS NOT ORDERED, BY ERROR.

OMITTING PART OF ORDER.

DAMAGE TO GOODS IN TRANSIT.

DELAY OR LOSS OF GOODS IN TRANSIT.

LOSS OR MISCARRIAGE OF LETTER.

MISCARRIAGE OF GOODS.

DISSATISFACTION AS TO GOODS RECEIVED.

The foregoing are a few of the many reasons referred to. Show me the man who says he can devise a system whereby all complaints will be avoided and I will show you a man who doesn't know what he's talking about.

We will first consider the ways and means of preventing as many complaints as possible, then of handling the percentage that comes in spite of all precaution. To avoid "kicks" about your goods not being as represented, the best plan is to describe them so clearly that people will not expect more than they are to receive. I admit it is a temptation to a dealer to sprinkle adjectives into his advertisement or catalogue here and there, which will increase the sale of his commodities, yet which will be rather in the line of exaggeration of their worth, or character. If the advertiser is bound to yield to this temptation, he must be prepared to "square the kicks" that arise therefrom. There are some instances where people complain without any good reason, simply changing their minds and wanting the dealer to let them send goods back and get their money. Different concerns handle complaints of this sort in different ways. Experienced advertisers avoid going into any arguments, but simply refund money, if articles are returned in good condition, postpaid or express paid, and this settles the matter quickly. Some others stand upon what they term their rights and refuse to make any exchange whatever, feeling that they are sure of the legality of their position. In taking the latter stand, the concern should be certain that its position is incontrovertible, because while most complainants will let the matter drop upon receipt of a refusal, some are quite sure to become indignant and write to the publisher of the newspaper in which they saw the advertisement, to the postmaster, or some other person whom they think will be impressed by the tenor of their grievances. Often a complaint sent to the President of the United States, or to the Mayor, as is sometimes done by unlearned people, may not do any actual harm, yet necessitates considerable explaining and is otherwise unpleasant. Below is a form that is adapted to most cases. It can be printed in imitation typewriter type, without date, on a quantity of regular letter heads and used as required.

Yours received and noted. It is our intention and desire to satisfy every person with whom we have dealings, for the reason that we are not in business only for to-day, but for years to come and we want to have every patron feel so kindly toward us that

we may have further orders from him, together with the results of good words that he (or she) may say for us among friends, thereby extending our reputation.

In accordance with this, we repeat, we are sorry a misunderstanding has occurred, but preferring your friendship rather than a slight profit, we hereby authorize you to return the goods sent you, prepaid, and if received by us in as good condition as when forwarded by us, we will send instead, such other goods as you may select from our catalogue or circulars, or you may have your money returned. In taking advantage of this proposition, please be sure to put your name and address on a slip of paper and enclose with the package, at the same time returning this sheet by mail, stating, on the back of this, what your wishes are in the matter.

Yours very truly,

In using the above form, it will be found that a considerable number of complainants will acquiesce to accepting other goods in place of what they returned to you. It is just as well to sign this form with pen and ink in the usual manner, thereby giving to it more of the appearance of being a personal communication. The idea of having the form letter returned is that it enables you to keep better trace of the case. People are often liable to become ambiguous in their communications and the returning of one of these forms gives the letter opener an immediate clue for placing the document in its proper department.

Below is a form for handling a complaint, when the advertiser does not care to be accommodating. It can be printed on letter sheet and signed like any other business letter, or it may be printed in imitation typewriter type on a post card.

Replying to your request, will say that we cannot refund your money for the goods which were sent you in perfect order and in strict conformity with our descriptions. Our profit on the transaction was exceedingly slight and considering the large number of people who are fully satisfied with what we send them, we feel sure that upon further consideration, you will realize that your complaint is unjustified.

Respectfully,

When an indignant complainant writes a scurrilous letter, decrying the advertiser in terms of the "thief, liar and fraud" order, the temptation is to send back a missive couched in rather forcible language, but this is not wise. To write such a letter does not do the advertiser any good;

it is liable to stir up the complainant to further and perhaps more disastrous nonsense.

When a dealer receives a complaint from a patron who says he has failed to receive the goods sent for, the advertiser should be able to tell inside of three minutes whether the order was ever received and if so, whether it was filled, what goods were sent and on what date. If a system permitting a reliable investigation of this kind does not exist in the dealer's establishment, he is making a mistake in his *modus operandi*. Plans of systematizing are described in another chapter. Here is a form which will come into play when it does not appear that an order alleged to have been sent has been received by the dealer. Have this printed in imitation typewriter type on some of your regular letter sheets and sign the form as you would sign an ordinary letter.

Answering your esteemed favor, will state that we have made an investigation and are unable to find that your order was received by us. As you doubtless know, letters occasionally go astray in the mails and in a percentage of instances, it transpires that orders are received by us without the name or full address of the sender and are set aside waiting for further identification. We have a number of such orders unfilled for lack of full address, awaiting claimants.

Although we say we cannot locate your order at this time, we make no absolute denial of its having been received by us, as we may yet be able to trace it, if you will give us further particulars. Please write on the back of this sheet, telling just when your order was forwarded, what amount was enclosed, whether you sent money order, cash in registered letter or stamps, etc., and give us all other information which you believe will be helpful in making a more thorough investigation. We will then report to you definitely. Rest assured that we regret this matter as much as yourself and will do everything within our power to adjust it, although you will, of course, understand that we are not responsible except where remittances are sent to us by registered mail, money order or certified bank check.

Yours very respectfully,

After you have made an investigation and have been unable to trace a person's order, a letter of the above sort is evidence to the recipient of your good intent and he will co-operate with you in looking into the matter further. At the same time, you will have partly prepared him for a more unfavorable answer. A little device, like the above, is a

much smoother way of handling a complaint than in sending an abrupt communication, like the following, on the back of a post card, as was done in the case of Mrs. Hendrickson, who became indignant and suspected it was only a trick of the advertiser to steal her money. She sent this postal to an editor with a letter decrying the advertiser in terms almost warm enough to have burned a hole through the mail-bag and asked that he be exposed:

Boston, January 29, 1900.

Mrs. H. C. Hendrickson,

Madam: We never received your order and if you failed to send it by registered mail, or money order, you cannot blame us for the loss.

N..... B.....

Thus it will be seen that considerable diplomacy is required in handling a complaint to prevent the sender from imagining the firm is stealing his (or her money) and making annoyance by acting upon that belief. By using a form letter of the style given above, the complainant cannot take the tack that Mrs. Hendrickson did and even though the first search for the order in your establishment has proven unavailing, your patron may give such information as may enable you to trace the difficulty.

Possibly his order is in your "old horse" department, or may have gone through your establishment with a misspelling (such as Newton for Hewton) and the package is lying in some post-office undelivered. If, however, no trace of the order can be found (provided it was sent you by ordinary mail in stamps or money), you can write him to that effect, stating that you have made a still further investigation and are unable to trace the order, suggesting that the complainant remit again, being careful to send by some safe method. Neither by threats or coaxing, however, should you fill an order that you have not received remittance for, because hundreds of persons prey upon advertisers by claiming to have sent small orders and demanding or coaxing for goods, under pretext that they actually sent the remittance, promising to send further orders if this matter is adjusted, and so forth. One woman, for instance, was found to have obtained large supplies of flower seeds every spring, for years, by having worked this game on seedsmen.

If, however, the complainant says he holds a registered receipt or that he sent a money-order, it is the proper thing for you to institute inquiry as to whether such vouchers are traceable to your establishment and if so, then not only should goods be sent with a clear apology, but a quiet yet firm investigation should occur in your institution.

If a person complains of having sent an order and your records show it was filled on a given date by express, the company's receipt will enable you to put the responsibility onto its shoulders and notify your patron that you will see the thing through in his behalf. If the order was filled by ordinary mail and goods have not been received, they may be located in the "old horse" drawer, or it is possible that they are lying in some out-of-the-way post-office, such as Lewiston, Me., instead of Lewiston, Mo., and will turn up in due time. Here is a form of post card, which can be used in many cases:

Answering your favor, will state that goods were sent by us on, and although the package should have reached you ere this, it may be miscarried or delayed in the mail and will doubtless reach you soon. Please keep this card for ten days and after making inquiry at post office for package, which may be held there for some reason, then if you fail to receive same, return this card with statement to that effect and we will undertake to adjust your complaint satisfactorily.

Smith, Brown & Co.

In numerous instances the post card will do good work, for it will not only show the recipient that you mean well, but the package may be delivered in the meantime. If not, it is your place to decide whether you will fill the order again. Some dishonest persons make claims for goods that have already been received, hoping to get another supply gratuitously. Therefore, it is not well for the advertiser to be "too easy," but if the case seems genuine and the goods are not too costly, it may be advisable to send them along for a second time, although you are not legally required to do this. Some concerns will not accept any responsibility, unless the patron furnishes registry fee; others use their discretion in refilling an order. No dealer can ever be successfully prosecuted for not having sent goods, if his records of mailing are clear and honest.

Complaints as to damage in the mail by breakage, or otherwise, are a matter for special treatment, according to the nature of articles sold. As a rule, the advertiser ought to hold himself responsible, unless he plainly says that he will take no risk, for breakage is very rare when goods are properly packed.

Complaints sometimes come to the effect that a part of the goods ordered were omitted from the package received, or that an article was received which was different from that which was ordered, for instance, a pair of sugar tongs instead of a butter knife. When a complaint like this comes in, the dealer will usually notice that others of similar character will follow and ultimately he will be able to trace the discrepancies to some careless clerk in his employ.

A great deal of trouble arises in some establishments because orders are not promptly filled and this condition is usually due to mismanagement of some kind. I know one concern that is always in hot water. On one occasion, orders cannot be filled because the stock of articles of some kind has become exhausted and a new supply is awaited. On another occasion, orders have piled up faster than the help can handle them and as they pick orders from the top of the heap, those whose communications are at the bottom have to wait quite a length of time before getting what they paid for. All the while, the company is receiving a shower of complaints from people who have not received their goods and the time of a typewritist is wasted in trying to keep people feeling easy. In addition to the dozens of complaints received daily by the concern, due to this sort of mismanagement, one goes now and then to the post-office department, another occasionally reaches the desk of the chief of police in the city where the concern does business and these result in interviews between the manager of the concern and officials, which while doing no fatal damage, nevertheless assists in the general annoyance.

Now, all of this might be avoided, if the concern had in its employ a reliable person who would make it his business to see that a sufficient stock of goods was kept on hand and that when orders developed in quantity, a number of extra hands were hired to meet the contingency. The delaying

of orders is a most damaging procedure, because it tends to getting the patron in a dissatisfied condition of mind, which will be remembered hereafter even though he should ultimately get just what he has paid for. If an advertiser finds that he cannot fill orders within twenty-four hours of their receipt, it will be economy, in the end, to issue a post card bearing language similar to the following:

Respected Patron:—

Your order received and we beg to state that we are meeting with unusual pressure of patronage, at present, therefore we are somewhat delayed in sending goods, but your order will be filled in its turn and we trust that you will pardon the slight delay. Should, through any mistake, goods fail to reach you within ten days after receipt of this postal, please return it, with a letter to that effect and we will make immediate investigation, in your behalf.

Miller Manufacturing Company.

Or if the true cause of the delay is that goods are not on hand to fill orders with, rather than inability of clerks to cope with them, a postal with this form may be utilized:

We acknowledge your order with thanks, but regret to say that our supply of goods ordered by you is temporarily exhausted and we shall be unable to fill your order until new stock arrives, which we expect in a few days. We will then give prompt and careful attention to your order, believing you will be well satisfied with what we send you. In the future, we feel confident we shall be able to meet your requirements without any delay whatever.

Miller Manufacturing Company.

To send out either one of the above postals costs but a fraction over a cent and I am almost inclined to believe has that much advertising value in securing the confidence of your patron for future trade. It is certainly cheaper to use this form of acknowledgment and apology, rather than to let the orders wait and cause people to worry. True, you have their money, and are sure of a profit on the sale, but what you ought to look at is the matter of further dealings with the same persons.

Now, for some general advice. Let one person in your establishment take charge of all complaints that come in and the one selected for this duty should be a very intelligent and systematic operative. This employee should have his, or her, desk within a few feet of yours and you should keep

in constant touch with this feature of the business, as it is, in a way, the tell-tale of your methods. It points out to you the goods that are not giving satisfaction, it directs your attention to the clerks that are incompetent and otherwise gives you an insight of your business from one very consequential standpoint. It costs money to handle every complaint and it also costs money to maintain the system by which complaints are avoided, but these things are a part of the mail trade. If you undertake to do without a recording system, or without proper attention to complaints, you will find that your economy has been very costly, before you have done business for long. Unfortunately, so many swindlers do business through the mails and so many post-office employees steal letters, that the life of the manager of the complaints department is not always a happy one. Many a time, when taking charge of this branch temporarily, in a certain large establishment, principally for the educational benefit to myself, have I felt like writing to the sender of some offensive and uncalled for communication that if I only had him near enough, I would punch his head; but the complainant knew he was not near enough to have his head punched, when he wrote the letter, and then, after all, it is not worth while to let these incidents bother oneself.

The quantity of complaints in a well-conducted mail-order business should not average over one per cent of the number of transactions, that is, in a business where ten thousand letters are received during the month, there should not be over one hundred complaints. In cases where orders are delayed, where clerks are careless and other forms of mismanagement exist, as is sometimes in the case of those "mushroom" scheme enterprises, the ratio of complaints will rise to ten or twenty per cent.

THE "OLD HORSE" DRAWER.

Certain big express companies have what they call the "old horse" department, which consists of a section in their warehouse, where they set aside packages undelivered from any cause. Perhaps the label has been lost from a box and it has gone beyond its intended destination or may have been

marked for delivery and the addresses could not be found, or any one of numerous other discrepancies, preventing the forwarding or delivery of a package.

In the mail-order business, letters come without signature or insufficient address. Parcels sent to people in accordance with the address they give in their letters, will sometimes fail to reach them and ultimately come back to the sender. People sometimes return goods for exchange and fail to put their name on the wrapper of the package and also forget to write any letter to accompany same. Once in awhile, a dollar bill or a quantity of stamps will come in an envelope without the scratch of a pen to show who sent them.

Sometimes a son writes a note of endearment to his mother, enclosing a photograph, and sends it to a mail-order house, the letter being signed, "Your loving son, John;" while a formal order, such as, "Please send twelve white bow ties, for which find twenty-five two cent stamps" may go to the loving mother. The mail-order house does not think it quite fair to throw away the letter containing the photograph, neither is it advisable to tear up that inquiry without the name or address, nor should that returned package be cast aside without consideration. Therefore, a rendezvous for this kind of pieces is naturally created and generally resolves into a convenient box or drawer, where after awhile the envelope that contained the dollar bill matches a communication from the lady who forgot to enclose her letter; the box which came back enclosing the pair of opera glasses finds companionship with a complaint from the fellow who ordered them for a gift to his best girl, but who left for another town before they reached him, and John's letter with the photograph ultimately finds its owner, through the course of John's mother writing John and John straightening things out.

I have always called this department the "old horse" drawer. I don't see any sense in the name, but it does as well as any other appellation. It is a mighty good thing to open up, when a customer comes in prepared to raise a hurrah, because he hasn't received goods that were ordered and who never allows that he could have made a mistake.

Just show him the dozens of letters, lying in that drawer without name or address, many of which have contained money, and he will cool down a bit.

Now, about keeping things in this drawer. Every letter with insufficient address should have the envelope attached before it goes into this receptacle. Sometimes the necessity of a communication reaching this compartment may be avoided by completing the address from the postmark, but even if not, the envelope should be attached. When, in the course of investigating a complaint, no tangible clue can be found in the ordinary channel of the business, your "old horse" drawer should be looked into as a last resort. It may clear up the mystery and make another home happy.

LISTS OF NAMES.

Some mail dealers think they are doing a smart thing, when they induce a patron, by promise of a small gift, to send along names and addresses of twenty or so of his friends, who might become customers. It is an easy matter to get most persons to write out a list as requested, for the sake of getting the consideration offered, but however valuable these names might seem to be, it is very rarely indeed that a list of this kind yields enough return to pay for the cost of postage and printing used upon it. These lists usually have no more value than so many names taken out of a directory. People, without considering the expense to which you will be put, scribble off a list of names and addresses, which in a large percentage of instances are incorrect and of the names given quite a number are liable to be those of school children.

The most successful plan for getting and utilizing names and addresses sent by patrons is to be conservative in your request. A paragraph like the following will prove serviceable, if inserted in your catalogue and the names yielded through such a request are reasonably likely to be worth the cost of circularizing.

A FAVOR—After you have done enough business with us to satisfy yourself that we are a thoroughly reliable concern and worthy of recommendation, we will thank you, if you take the slight amount of

trouble necessary to write the names of two or three friends, whom you believe might patronize us, if we send them our circulars. Please give us the correct initials of each name, also be careful in regard to accuracy of addresses. This little favor will cost you nothing and may help us to extend our trade among your friends, whom we feel sure will thank you for having put them in communication with a business house whose propositions they can always rely upon. We trust that you will think of this slight request sometime, when you are writing to us.

Those lists of names usually offered for sale, such as "Ten thousand Kansas Taxpayers," or "Two Hundred Steuben County School Teachers" are usually dear at any price. In fact, if you can get the addresses gratuitously, you would probably lose the cost of postage in circularizing them. Names taken from directories are not profitably available in mail-order trade. The most valuable addresses are those of people who have replied to your advertisement and next in value are the names of people who have answered advertisements similar to yours. If you care to use such, it is advisable to insist upon copying from the original letters rather than from lists.

TESTIMONIALS IN ADVERTISING.

If you show a strong testimonial to the average person, he will turn it aside with some cynical remark such as "I wonder how much they paid for that?" or "Here's another of those fake recommendations." You have probably done this yourself. Nevertheless, testimonials are desirable and advantageous in connection with advertising, for even if people do not believe them, these same persons are often impressed by the very testimonials that they sneer at. A genuine letter of recommendation is better than forty that are false. In fact, it is, for numerous reasons, not advisable to use any letters of praise unless they have been sincerely given and you are authorized to use them.

It used to be considered smart when representatives of large medical houses got hold of a recommendation of a senator, college professor, actress or some other person of note. If the one from whom a testimonial was sought could not be bribed into giving a letter of flattery for a medicine,

other means would be adopted to secure what would purport to be such and which might bear some slight foundation.

A congressman was astonished at seeing his portrait, mammoth size, exploited through the newspapers in connection with a statement to the effect that he was a user of a certain celery extract. He had only a slight recollection of ever having heard of the medicine in question, let alone using it. While cogitating over the matter, he happened to remember that on one or two occasions when he was rather weary, his servant had asked him to take a wineglassful of a mixture, which he supposed to be some favorite pick-me-up of the bartender of the hotel in which he resided. He had remarked that it seemed to quiet his nerves and from this came the quarter page sensational newspaper advertisements. It seems that a slick agent had arranged to supply the medicine, disguised as a tonic from the café, through the conederacy of the unsophisticated servant. The politician made a fuss about the way in which he had been fooled and what he said did not help the sale of the medicine.

On another occasion, a smart young man went around to the drug stores of New York and under pretense of inquiring about some prescription, asked how certain pills were selling. From this came alleged interviews which were published in the New York newspapers, in which the druggists were supposed to have said many flattering remarks about the pills in question. Now, it happens that while most druggists have no objection to expressing an opinion about any medicine privately, they don't care to be on record as publicly endorsing any particular article, for numerous reasons. Therefore, when these unauthorized interviews came into print, the druggists were angry and many of them did what they could to retaliate.

Numerous other instances might be cited in support of the argument that it is unwise to use any but strictly genuine heartfelt testimonials. If a concern sells meritorious goods, there will be no difficulty in getting an ample supply of praise-giving letters. One firm which does a very large mail-order business, recently enclosed ten thousand slips with as many packages of goods sent out during a period of several weeks, and on each slip was printed a request that

if the recipient be well satisfied, a letter from him or her to that effect, would be appreciated by the house for publication in its next catalogue. This plan brought forth over two thousand testimonial letters.

There are some mail-order dealers who take pride in saying that they never misrepresent their goods, yet who use fictitious testimonials and consider that such procedure is all right. Now, as a matter of fact, if Mrs. Mary Smith writes in, from Laramie City, Wyoming, to say that she has been cured by somebody's herbal compound after all the doctors in the place had given up her case as hopeless, yet who does not wish her name mentioned for modesty's sake, there is theoretically no reason why the testimonial might not be published with an alteration of the name to Mrs. Mary Johnson. The testimonial would be true, except as to the name and it ought to have as much influence over the reader in another city, as if the writer's name was attached. However, such a method, while theoretically all right, is not so in practice, because it opens the door for any petty trouble maker or professional blackmailer to step in and say your testimonials are false, even if no harm is done by their falsity under such conditions.

In a case which I have in mind, a concern doing a large business by advertising and which had plenty of testimonials, deemed it best in its large and extensively circulated announcements to use what might be termed hypothetical testimonials, for the purpose of saving the annoyance that is ordinarily caused by people calling upon or writing to testimonial givers. In this instance, the letters were copied verbatim from genuine voluntary ones of regular patrons, but the addresses and names were altered to those of employees of the company. Although the business of the advertiser was well handled and thoroughly legitimate, the indiscretion used regarding these testimonials was taken advantage of by trouble makers and thousands of dollars in damages were caused to the firm.

No advertiser can have too many letters of recommendation. They are a forceful endorsement of his merchandise and methods of doing business. Without solicitation, many of them will come in when meritorious articles are deliv-

ered, but a little legitimate coaxing will increase the number materially with correspondingly increased benefit. Take, for instance, a little slip with wording like this, to be enclosed with each package of goods sent out:

We herewith send the goods that you have ordered and trust they will prove entirely satisfactory to you. As you will understand, it is not an easy matter to convince everybody that our goods are just as represented. This is due to the large number of firms that prey upon the public, being satisfied to sell something at an exorbitant profit and never care whether the patronage of the customer is continued. If you feel that you can conscientiously endorse our goods, we will deem it an honor, if you will send us a letter, telling your honest opinion and giving us the privilege to make use of same, if we desire. A few kind words from one satisfied patron to a prospective customer will often influence a sale for us where a whole catalogue of ordinary advertising might prove unavailing. However, whether or not you can see your way clear to favor us in this respect, we beg to extend to you our thanks for your past favors.

Iowa Merchandise Company.

If you are in the medicine business, a slightly varied form of request should be used, in which the recipient should be plainly asked whether or not you can utilize his or her name. It does not make any difference whether you publish a testimonial or put it in the back of a desk drawer, so far as the desirability of having it is concerned. You should be in a position where if any skeptical person calls to ask about your medicine, fishing rods, patent fire kindler, or whatever the articles may be, that you can pull out your drawer, produce a bundle of testimonials and ask your visitor to look them over. Such documents are very good to show to the business men with whom you deal, such as the landlord, insurance representative, local newspaper editor, express agent, and so forth. These letters tend to give confidence in your goods and in your methods of doing business. Once in awhile, somebody will write to the local sheriff, postmaster, express agent or to some clergyman and when one of these gentlemen or his representative calls, the displaying of a bundle of strong testimonials will do a large amount of advertising for you.

In France and England, advertisers display letters of recommendation in their windows and upon the walls of offices. If I were going to take the train to Chicago, for instance,

and set up in a mail-order business there, I would arrange to paper my office in accordance with my own ideas, which would be to attach to the walls, letters in praise of my goods, as fast as they came in. By uniquely arranging them, I will guarantee that I would have "wall paper" on my office, that would cause an immense amount of favorable comment. This idea is not copyrighted.

If you expect a testimonial to do service in your catalogue for several years, it may be well to omit the date of the year. This makes it seem as recent as possible. If you make a leader of one or more testimonials, it will be advisable to let the original givers of such understand that you will reimburse them for any postage or trouble to which they may be put in answering personally, letters of those that may wish to write them for verification. There is nothing objectionable in your doing this, but the arrangement must be *bona fide*, that is, the testimonial should not have been given originally for the purpose of the writer's securing payment for labor in answering any inquiries that it may induce.

An ingenious method sometimes adopted is that of reproducing a testimonial by photographic process on similar paper to the original and send this out enclosed in a circular. Some advertisers go so far as to have these testimonials prepared by photographic printing process, then write across the corner in ink or blue pencil, "Kindly return this." Other advertisers keep a quantity of genuine testimonials constantly travelling through the mails, sending them out to those whose orders they are soliciting, for the purpose of helping to convince the recipients thereof. This could not be done very well on a large scale, but where sales of an article or medical treatment call for five dollars or upwards, it can be done quite nicely, provided, of course, the genuine testimonials can be obtained.

In publishing a page of commendatory letters, it is desirable to use considerable variety in the matter of geography. If you do business all over the country, be careful not to print testimonials which come mostly from any certain city or district.

Whenever you are issuing a little circular or printed slip for any purpose and think that you might as well say some-

thing on the back of it, yet don't know just what to say, open your testimonial drawer and you will find the answer there. A good testimonial will often do more than any argument in your own words, to sell your goods.

If you are intending to publish a testimonial extensively, better be sure that it has a good source. Sometimes the letters of praise written to advertisers emanate from the village ne'er-do-well. A friend of mine once advertised a certain specialty very extensively with a strong testimonial that he had received from a clergyman. As he had sent his medicine to the party in question, he had no reason to suppose that the testimonial was not all right, and it was all right as far as he was concerned, but it so happened that the "clergyman" was one who had fallen from grace a few years before, and after having served for sometime in the county jail, he was writing such letters as this for the sake of some reason that could not be explained other than that he sought cheap notoriety. Of course, in such a case as this, a testimonial is worse than useless, when it goes into the locality where the writer of it is well known to be irresponsible, and the unfortunate mistake of the advertiser leads to the discrediting of other letters from more creditable patrons. On general principles, advertisers should do all they can to put testimonials on a higher standing than at present. If everyone who makes use of them would be careful to see that they are genuine, the public would, after awhile, hold them in the same esteem that it does in European countries.

REFERENCES.

These are somewhat akin to testimonials. A reference generally means the giving of the name of a person or concern that may be consulted in reference to one's responsibility or business methods. It is well for every mail-order advertiser to furnish a number of references, which should be printed in the first part of his catalogue or circular.

The best reference is usually that of the bank with which the dealer carries his account. It is not always an easy matter to get a bank reference, because such institutions are

very chary in giving permission for the use of their names by advertisers. If you are carrying a balance with your bank of reasonable size and if your transactions with that institution have always been mutually satisfactory, no harm will be done in asking the president for the privilege of putting the name of the institution on your circulars as a reference. Your request will probably come before the board of directors and it will be granted or declined as they may deem best. If one of the officials of the bank is a personal friend of yours, it may facilitate matters in your favor.

Other references should include names of concerns with whom you have done business and who believe that they can safely recommend you. In every instance, they should first be asked for permission, otherwise they may feel annoyed at your previousness in publishing their names. Some firms, for instance, have a standing rule that no testimonials or references shall be furnished, and in such a case, it would be awkward for you to refer to them publicly.

It is well to give references in various cities, if possible. One New York and one Chicago reference should appear on every list, if you can get such. Do not refer to the postmaster of your city, as to your reliability, as such reference is forbidden by law. Nearly all the large express companies have rules forbidding their agents to allow their names to be used as references.

Some advertisers put in their announcements such sweeping remarks as "We refer to any bank, newspaper or other business concern in our city." This sounds rather strong and may appeal to some prospective patrons, while it may cause suspicion among others. This statement has been used rather extensively by persons who have operated questionable enterprises. Mighty few concerns are large enough to have their responsibility vouched for by every bank or business man in their city.

Under the subject of references, may be mentioned the reports of mercantile agencies. These concerns make it their principal industry to report upon the standing of business concerns throughout the country, giving confidential information to their subscribers as to the reputation, credit and financial standing. A mail-order advertiser will not

have been in business very long before an agent of one of these reporting concerns calls upon him for information as to his business. Those who have not had experience, usually feel that such requests are impertinent and in more than one instance has the representative of a mercantile agency been told to mind his own business and shut the door on the outside. If he is treated in this manner by you, he will undertake to get the information from other persons who know you, as he is bound to make a report. It is therefore better to deal with him direct than to have him trying to find out all about you by general inquiry. Mercantile agencies furnish their information privately and confidentially and if you are doing a fair and square business, it will be better for you to tell the status of your affairs and depend upon the agency to make fair reports.

There are certain institutions that make it their business to provide information as to advertisers' liability, especially for publishers. One institution in particular is Publishers' Commercial Union, which has made a specialty of this class of reporting for many years. In some instances, one of its representatives calls upon the advertiser with request for information and in other cases, a set of questions is sent to the advertiser with request that he fill in blanks beside the questions. Such inquiries for information should be met and answered cheerfully and honestly. It is a mistake to try to deceive a mercantile reporting agency, because it generally makes a thorough private investigation on what you have said. For instance, if you report that your property is not mortgaged, the agency or union will undertake to verify this by reference to public records and if your statement is untrue, it will cause a great deal of suspicion, which will tend to hurt your credit.

WHEN TO ADVERTISE.

A popular Boston advertising agent says, "The time to advertise is all the time," which is true to a large extent, yet attention must be paid to a number of important conditions by the advertiser, or he may be inclined to find fault with the motto above quoted.

The best months for advertising mail-order propositions, with certain exceptions, are from October to May inclusive. During these eight months, the dealer should take in at least enough money to pay his whole year's expenses. The three best months of the year are December, February and March. The dullest period in the eight months specified is during the first two weeks of January.

The above cannot be set down as an infallible rule in any business, because the whole arrangement may be overturned by its advertising department, or by the nature of the goods offered. I am referring, however, to the experience of concerns that advertise month in and month out, year after year. Naturally, certain articles can best be advertised in summer. Bicycles, ice-cream freezers and baseball masks would come in this category. Other articles are salable during only two or three weeks, such as Christmas cards, valentines and Fourth of July goods. Campaign merchandise sells between the dates of nominations and election day. Seeds sell during the first four months of the year.

If you are in the business of selling a number of specialties and send out catalogues to augment the trade which you receive from your advertisements, you will probably find that it pays best to begin advertising in October publications and continue to and including the issues of May. If your advertisements vary in size, better use December, February and March issues, as heavily as you can see your way clear to do. Go lightly during the four off months, unless you know you have a winning advertisement.

It is advisable, however, to keep your name before the public with a small announcement, during the summer, in the publications that have paid you well at other seasons. The publisher of a monthly in New York, tells advertisers that if they are shrewd they will use the summer issues largely, because so many of their rivals will cut down or omit advertisements during the warm months, that those who have the courage to use large space at such time, will be well rewarded. I have seen many thousands of dollars appropriated and lost in trying to prove this theory practicable. It sounds logical, but it isn't. Of course, if an

advertiser can get a bargain in space, so that it doesn't cost him but half as much as in winter, that's another matter. The great mistake that inexperienced advertisers make is in becoming so enthusiastic at large returns in the spring, that they tie themselves up in summer contracts, which, when lived up to, cause them to lose all the profit they have hitherto gained. It often happens that during the latter part of April and the early part of May, if the weather has been cold, a mail-order man's business is so good that he feels himself getting suddenly rich. There, my friend, is the time that you must keep cool. In another month, there will be a different song to sing. Don't tumble into the pit-fall.

If you are advertising in weekly publications and can omit service from Christmas until the third week of January, it will be a wise idea to save the expense of this four weeks' issues, because most people feel too poor to buy directly after the holidays. You have noticed how this works with your local stores and will learn by experience that it is about the same in the mail-order trade.

Seed advertisers will find that from the middle of January to the middle of April is the best period, although the use of January monthlies generally proves satisfactory. Bicycles and photograph outfits can be advertised all the year round with an occasional flyer in the early summer. Stop advertising campaign goods a week before election. Needless to say, wearing apparel and many other commodities should be advertised in season, such as overcoats from October to January inclusive, ladies' shirt waists in June and July, fans in June, and so on.

In sending out catalogues to lists of names, the same suggestions will apply as to advertising in periodicals.

ADVERTISING GOODS NOT ON HAND.

Inexperienced mail-order advertisers sometimes fall into the error of advertising too previously. They put announcements in the papers, agreeing to deliver certain goods, when they either do not have enough of the merchandise on hand, or perhaps haven't any. They expect to get supplies after

they receive the orders. If the advertiser makes sure that there is an ample quantity of articles in the hands of the manufacturer or jobber, which he can obtain instantly, then no harm is done, but too often it transpires that only a limited supply can be obtained and the balance must be waited for. This means a lot of annoyance. Either the advertiser must go to the expense of sending notifications to those whose orders are being delayed, or he must be prepared to have his life burdened with complaints. In either case, the *contretemps* is not favorable to securing further patronage. Let me cite a few instances.

A dealer advertised a cheap telescope extensively and received an immense number of orders. The optical instruments had been ordered from Germany and were presumably on the way. They failed to arrive in time, and the amount of trouble to which that advertiser was put was something appalling. His telescopes did not turn up until several weeks later and I have noted similar delays in other instances where goods were imported.

In another matter, a concern advertised a dollar typewriter, received more orders than expected and was delayed in filling them because of inability to get certain parts of the little machine. This caused a great deal of annoyance to the concern, the managers of which afterward established a rule never to advertise any specialty, unless a surely sufficient quantity was on hand at the time the advertisement was sent to publishers.

A publishing house offered certain articles of silver-plated ware, as premiums, and expected to receive prompt supplies from the manufacturer, yet when the goods were written for and afterward telegraphed for, the reply came back that the concern was moving its factory and could not handle orders for three or four weeks. Then the manufacturers had some sort of difficulty among themselves and as a result the goods did not come along to the publishing house for weeks and weeks afterward. In the meantime, the money had been returned to displeased senders.

It is often difficult to foresee such happenings as these mentioned above, and the advertiser has no need of letting his conscience trouble him, but unfortunately for him, his

consciousness of innocence does not control the ravings of disgruntled patrons, who, in the main, are ever too ready to allege misdeeds to the advertiser.

And now as to the legal status of this condition of affairs, I don't think it is the sense of the post-office department to add to the advertiser's troubles, if it is apparent that he is using his best endeavors to take care of his orders. The question arises as to whether or not he really means to give returns for the money received, and it is therefore desirable to be able to show this intention quite clearly.

A man in Philadelphia advertised, in 1895, that if people would send him amounts of ten dollars and upwards, he would buy goods at auction for them, such as they desired, and would charge but a small percentage for his work in the matter. He was prosecuted upon the charges of some persons, who represented that they had forwarded money several weeks before and had received neither goods nor replies to their letters of complaint. The dealer, in defence, said that he had not been feeling very well in health and had been unable to attend to his business properly, but that he fully intended to fill the orders at a later date. He proceeded to show that he had money in the bank, as well as other property, and he was therefore financially able to fill his orders. The prosecuting attorney got him to admit that although he was not in good health, he, nevertheless, was well enough to collect his postal money orders and deposit their proceeds in the bank. Inasmuch as he had not paid any attention to complaints, nor had authorized any competent assistant to do so, the general aspect of his business methods did not seem to suit the jury, which found him guilty.

Another case of interest is that of a concern in Cincinnati, which advertised butter-makers. This concern got behind in a financial way, so that it could not fill its orders promptly and was usually two or three months behind in sending its goods. Money that was being received yesterday, for instance, was used to buy goods with which to fill orders that came several weeks before. All the while, the concern had in its circulars promised prompt filling of

orders. A fraud order was issued against the proprietors of the business.

Therefore, taken all in all, it is better to be fairly certain of having an adequate stock of goods on hand, before advertising them, but if, for some reason, orders cannot be filled promptly, no expense or pains should be spared in keeping the purchasers in good spirits, while you are doing all you can toward the fulfillment of your promises.

Right here, it will be well to mention that it is a wise plan to have all necessary printed matter on hand before replies begin to come from advertisements, even if they are simply requests for circulars. The presumption is that a person does not write for your circular, unless he, or she, is interested in your goods, therefore, if you delay sending the information, the person is liable to either go elsewhere, or to lose confidence in your methods. Don't overlook what I have said elsewhere about printers usually being longer than you expect them to be in completing work ordered of them. I knew of some concerns in Michigan among whom competition was so keen, they kept their employees at work nights in order to get circulars (in answer to that day's mail) off in the midnight trains, to anticipate certain rivals.

SELECTION OF A NAME.

After you have decided to enter the mail-order business, early attention should be given to the selection of a name. This requires good judgment. First, let me tell you what you can do legally. You can take your own name, or you can make an alteration in the initial or spelling of it to suit yourself, or you can adopt an entirely fictitious title.

In taking any other name than your own, however, you must have no purpose of fraud in your mind. For example: Your name being John Smith, you could take the name of James Henry Smith, or Thomas Brown, provided you are not adopting those names for some particular deceptive reason. If you lived in New York or Philadelphia and sent out mail-order advertisements with the signature of J. B. Wanamaker, or James Wanamaker, while your real name was Smith, it would be quite apparent that your intention

was to mislead people into believing that they were doing business with John Wanamaker, the ex-postmaster general, and even though your goods were as excellent and sold even more cheaply than those of the real Wanamaker, you would probably have serious trouble in the courts. A case in point is where a fellow in the West undertook to do business under the name of Sears, Raybuck & Co., the intention being to lead people to believe that they were dealing with Sears, Roebuck & Co. He was quickly suppressed.

There seems to be a general impression that the word "Company," or "& Company," as applied to a name, is potential, the affix seeming to indicate a larger business capacity than that possessed by an advertiser using an individual name. There is no United States government restriction against a single person using a company title, but the laws of the State of New York make it a misdemeanor for a person to advertise that he has a partner, if such is not the case. In other states, I believe there are no laws upon this subject. Whether or not a Western man, using a company title, could advertise legally in New York papers, is a debatable matter. I have never known of any prosecution under this New York law, so far as mail-order advertising is concerned and am inclined to believe that the statute was never drawn with the idea of interfering in such cases. It is surely violated to a very considerable extent, at the present time, and nobody seems to care.

A title, such as the Smith Manufacturing Co., can be used legally, without the necessity of the existence of a corporation, also such titles as Smith's Shoe Emporium, Brown's Stencil Works, The Robinson Book Concern, Johnson's Publishing House, etc., are allowable.

On general principles, unless there is some good reason to the contrary, it is well that a person use his own name in advertising, because it saves many an explanation. For instance: when a person calls to see John Smith, it is easier for him to respond to that name, than it is, when, upon calling for James Brown, Mr. Smith is required to step forward and say, "There is no James Brown, but I am trading under that name."

In selecting a name to do business under, if the beginner lives in a city, it will be well to examine a directory to see that the name chosen is not similar to the name of some person who receives mail at the same post-office, because, although you may use your street address upon every announcement, there will nevertheless be a percentage of your patrons who will omit it and it will not be convenient or pleasant for your mail to get into the hands of another person, whose name is like yours, or *vice versa*. Such titles as Star Manufacturing Co., World Manufacturing Co., American Supply Co., etc., should be avoided, because upon the creation of popular names of such sort, it will usually be found that similar titles are used elsewhere in the advertising field.

A corporate name is often used for conducting a mail-order business. Corporation laws differ in various states. In many of them, if you set forth as possessing twenty-five thousand dollars capital, your company must actually possess that amount of property. In certain states, among which Maine, New Jersey and West Virginia are prominent examples, the corporation laws are popularly known as "easy." For a sum, which generally does not amount to more than a hundred dollars, a legally corporated company can be established in one of the states above mentioned, and even if one hundred thousand dollars is described as capitalization, the total amount paid in may not be greater than a five dollar bill. It is unnecessary to incorporate in the state in which you do business. You can form your company in any state, but it will be necessary to establish a nominal office there, often no more than an arrangement with a lawyer to put up a little sign and act as your "residential officer."

Advertising with only initials is not allowable, under the postal regulations. If you cause advertisements to appear, signed simply "X. Y. Z., Box 799, Topeka, Kans.," mail matter cannot properly be delivered to you. If you decide not to use your own name, but to select a *nom d'avertisement*, it may be worth while to consider its length. Short names are the easiest for the people to remember, and moreover, they take less space in an advertisement. If it should

be your method to put forth a great amount of closely set mail-order advertising, there might be a difference of several hundred dollars, yearly, in your publicity expense, if you advertised as Ely & Co., rather than Rittenhouse Manufacturing Co.

Advertisers of specialties for women, particularly medical goods, sometimes adopt the name of a woman for advertising purposes, usually a genuine name of some relative or employee is selected. Two or three advertisers use their wives' maiden names. There is no legal objection to this, unless the arrangement was made for the purpose of fraud. If a man selling soothing syrup, were to employ a lady named Mrs. Winslow for the purpose of advertising and thereby leading people to believe they were buying the well-known preparation of similar name, it would be *prima facie* fraud. But if he employed a lady named Mrs. Robinson for the purpose of selling the soothing syrup, there would be no legal objection.

There is no law against the use of the word "Professor" in advertising. Anybody can use it, providing he professes to be adept in some art or science. Professor Bill Jones, who claims to comprehend the science of mixing silver polish, is legally as much privileged to call himself by that title as is Professor Fitzpatrick, the academician.

The word "Doctor" cannot be legally used unless the advertiser is a physician holding a diploma and certificate, and although this particular subject is treated more fully elsewhere in this volume, it will do no harm to repeat that words in an advertisement which are clearly intended to convey the idea that a person is a doctor, when he holds no certificate, are evidences of deception, which will sooner or later cause trouble. Of course, the letters *M. D.* cannot be used any more than can *Dr.*, unless the advertiser is a regular practitioner of medicine.

Advertisers occasionally use the letters *M. C.* after their names. These mean Member of Congress or Manufacturing Chemist, and the public often imagines that it was intended to mean the former. A person who uses this title should be, in fact, either a congressman, or a manufacturing chemist to maintain his right thereto.

GENERAL ADVERTISING AGENCIES.

There are about twenty-five thousand periodicals issued in the United States and Canada, which carry advertising. A mail-order advertiser sometimes uses four or five hundred of them advantageously. According to proper business procedure, a separate and distinct contract should be made with each publisher and every insertion of each advertisement should be carefully checked. If the advertisement is omitted, or if some other mistake is made, a considerable amount of correspondence is usually necessary.

If the advertiser pays with the order, he ought to know something about the responsibility of the publisher, whereas if he expects credit, he must have a commercial standing satisfactory to the publishing trade. The matter of preparing and delivering electrotypes and furnishing clearly defined instructions to each publisher is almost a science in itself.

Here is where the general advertising agent steps in. He is known to the publishers, has a complete system with efficient operatives for effecting contracts on the different publications, checking insertions, making payments and transacting hundreds of petty details which arise from various causes. Further than this the agent advises the advertiser as to what mediums will probably pay him, secures the lowest rates and also assists in the preparation of announcements.

In these and other ways, the agent becomes a really important intermediary. He receives a discount or commission from the publisher, usually ten or fifteen per cent and in this lies his profit. Ordinary advertisers cannot secure agents' discounts from large publishers, therefore the agent is recognized as a fixture that cannot be displaced and even if he were removed from the scene, publishers would probably simply abolish the usual agency discount, maintaining schedule rates, because of the increased percentage of labor and risk involved in carrying a great number of individual accounts.

My advice to the ordinary advertiser is to transact his business through an advertising agency. He will be re-

lieved of clerical labor in proportion to the extent that he seeks publicity and in all probability, he will buy his advertising cheaper than he can obtain it by direct purchase. A popular system among agents, who make a specialty of mail-order advertising, is to make out a bill based upon the exact prices they pay the publishers, then add ten to fifteen per cent, as agreed upon, for rendering their services. In no case, however, does the advertiser pay more than what are commonly termed card rates.

Most of the mail-order successes have been due more or less to the agency that had charge of the advertising. While I do not intend to convey to the beginner that agencies are in the habit of carrying accounts indiscriminately, instances have been known where, but for the "carrying" by his agency over a dull period, the advertiser would have gone to the wall.

Great care should be exercised in selecting the agency with which to place your advertising. This book is not written in the interest of any particular concern, therefore in fairness, no names can be mentioned, but I give some advice as to how to select an agency that will probably conduct the advertising department of your enterprise with mutual satisfaction.

Pick out of various publications, several mail-order advertisements and write to the concerns whose names appear thereon, telling them you are seeking a reliable agency and ask them if they will kindly inform you through what concern their advertising is placed. Out of ten such, you will probably get the names of two or three agents and by calling upon or communicating with the agencies thus recommended, you can safely select one for your purpose. Make it a point to deal with an agency that makes a specialty of mail-order advertising and which has had considerable experience in that line. Advertising agents who devote their time and knowledge principally to dealing in space for general announcements in daily papers, illustrated magazines, etc., are not, as a rule, the best handlers of mail-order advertising.

Don't begin business with an agency until you feel that you can have confidence in that concern. When you are

ready, go to the agency, state just what your business is, also your financial status, the past results of your advertising, if you have done any, and what you desire to do in the future. When a prospective advertiser approaches an advertising agent, here are the regulation questions usually propounded:

WILL YOU PAY CASH IN ADVANCE OR DO YOU WANT CREDIT?
IF CREDIT IS DESIRED, WHAT IS THE BASIS FOR IT?

WHAT HAVE YOU TO ADVERTISE?

ARE YOU PREPARED TO FOLLOW UP INQUIRIES IN A SYSTEM-
ATIC MANNER?

HOW MUCH MONEY ARE YOU PREPARED TO SPEND DURING
THE FIRST THREE MONTHS?

DO YOU WANT US TO PLACE ADVERTISEMENTS OF YOUR OWN
COMPOSITION OR SHALL WE DEVISE THEM FOR YOU?

DO YOU WANT TO SELECT YOUR OWN LIST OF PUBLICATIONS,
OR WILL YOU ALLOW US TO DO SO?

Any agent must receive replies to this set of primary questions before going ahead with one's advertising. If you have had no experience in placing mail-order announcements, a good plan will be to tell the agency to make up a list of mediums which will probably pay you, together with an estimate of the expense of placing the announcement. Then order service according to this. By using keyed ads., you can soon determine which of the papers on the list are available for a continuance of your service.

Some advertisers make a practice of giving out a list of mediums with specifications to a number of advertising agents and requesting them to furnish quotations thereon, each competing against the other. The agency that bids lowest secures the contract. This plan sometimes works out all right, at other times it proves to be a failure. An agent who is compelled to quote on such a low margin that there is no profit in carrying a contract, but who does it simply to keep up with the procession, so to speak, does not have any real affection for the advertiser. If it should happen that the dealer desires to discontinue or alter the size of his announcements, the agent will take every advantage he can of a technicality. Then, too, the competitive system is conducive to carelessness and to the use of tricks

of the trade which are next door to dishonesty. I know of an agency that secured a fifty-four line advertisement for insertion in a large list and placed it as fifty lines, thereby gaining about seven per cent; the advertiser never discovered the trick.

Advertising agencies cannot make any money out of handling mail-order advertisements, unless they receive at least eight per cent profit and prompt cash. If they are required to render additional service in the nature of suggesting and constructing advertisements, or if they place the ads. in a large number of dailies or foreign language papers, they are entitled to at least ten per cent margin. Even fifteen per cent is not too high for the kind of service rendered by certain agencies. On general principles, it is well to have your agent feel that he cannot afford to lose your patronage, then you will get the "best that he's got in the shop."

DATE LIMIT ON ADVERTISEMENTS.

In preparing limited offers, such as "Good only until January 1," or "For thirty days only," considerable thought should be exercised. The advertiser must keep in mind the fact that his announcement may not be read by the family of the Alabama cotton picker, or the Montana sheep herder on the day after it is published. It may be weeks and weeks before it comes under observation. People have a habit of laying papers aside, when busy, and reading them at their convenience thereafter.

A city man, who has had no experience in mail-order trade, would doubtless scout the idea that a farmer would lay aside to-day's issue of the *St. Louis Tri-Weekly Republic* and determine to read it carefully three months hence. Yet such procedure with publications available for mail-order business is quite common. Time and again, it has been noted in trade journals, how concerns receive replies to advertisements inserted years previously and just before penning these lines, the writer has seen a cash mail-order received on account of an advertisement which appeared in the *U. S. Postal Guide* of 1886. This publication, by the

way, was for years the best mail-order medium, but the advertising section was discontinued a few years since.

It is obvious that a time limit on an advertisement must cut off a percentage of replies and whether the date of expiration idea is conducive to adding to the immediate results is a matter that depends upon circumstances. If a dealer has the option on a lot of bicycles, that he wants to get rid of before the middle of July, or if he advertises a wheel under knowledge that a rival concern is coming out with more liberal offers that will hurt his trade, there will be a reason for setting a time limit on the proposition.

In event of making an offer limited to a date, the probable time of circulation of the advertisement should be taken into consideration. In the case of a mail-order monthly, dated October, it is probable that the full circulation will not be mailed before the first of November. In certain publications, notably some issued in New York, back numbers are kept in the establishment, so that a person subscribing during February, for instance, receives copies of the January and February journals under one wrapper. A date limited offer published in papers in June, ought to allow patrons to send their orders up to July 31, and even then the value of the advertisement will be lost to probably ten per cent of the readers thereof, who are not prepared to take advantage of it within the specified period.

I was once walking through the establishment of a gentleman, who had recently started in the business and who was meeting with considerable success. I happened to pick up an imitation typewritten proposition, in which one of the conditions required that the recipient should answer the letter, sending a dollar, within one week after receipt of same. I suggested that he keep special tally on a thousand of these letters, also send out a thousand to other people on the same offer allowing a month in which to remit the dollar. He afterward told me that my suggestion was worth about ten dollars on every thousand of these that he mailed after making the test. The way I figured this out was, that, (letting alone corroborative experience with this sort of thing,) people in the farming and mining districts could not always readily produce a dollar within a week for a purchase out-

side of regular living expenses. Some farmers give their sons and daughters an allowance of, say seventy-five cents a week; a part of this is pledged for something or other in advance, so that the hundred cents must be saved by installments.

In other instances, notably in certain factory districts, people are paid monthly, and if they receive a proposition ten days before pay day, they will be found as poor as church mice. The occurrence of a county fair, sickness in the family, visit of a favorite theatrical troupe or one of numerous other reasons, might temporarily postpone the forwarding of a mail-order, which would be sent along in due time, if not prohibited by some limitation clause.

On the other hand, the "date limit" man will say that the best time to press for an order is on the spur of the moment. This is true on fake advertising schemes, but the legitimate all-the-year-round advertiser will do better to send his announcements unrestricted as to time, and follow them up with further correspondence, thereby keeping the matter fresh in the prospective patrons' minds.

WORK-AT-HOME SCHEMES.

One can hardly pick up a paper without running across such an advertisement as this:

HOME EMPLOYMENT FOR SPARE HOURS; \$6.00 to \$15.00 weekly for men, women, boys and girls. No skill required. Address, ADELPHI MFG CO., CUYAHUS, OHIO.

This is what is commonly known as a work-at-home scheme. Those who answer an advertisement similar to this sample, receive in return a circular telling them that they will be paid to do this, that or the other kind of work at home for good emolument, but that specimens of goods with instructions for working are first necessary and an outfit of essentials will be sent postpaid for fifty cents, a dollar, two dollars or some other convenient amount. Most of the home-working systems of this character have been based upon coloring photographs and doing embroidery, although other kinds of jobs have been promised by some advertisers. The trouble with work-at-home schemes is that they

fail to satisfy the public, which makes loud complaint and either through the post-office department or city police courts, a concern in this line of business is sooner or later squelched. It is impracticable to offer work indiscriminately wherein six dollars to fifteen dollars can be earned weekly. I can best illustrate the matter by quoting the usual line of conversation that occurs when a post-office inspector visits one of these establishments:

INSPECTOR.—“Is this your advertisement, and do you admit having sent these circulars to Mrs. Jane Brown of Passumpsic, Vt?”

PROPRIETOR OF SCHEME: “Yes.”

Q. “And so you led her to understand that by communicating with you, she could arrange to earn at least six dollars weekly by home work?”

A. “Yes, but—”

Q. “And when you received her letter, you sent her this literature, in which you led her to understand that she could become a worker for you and earn money, making art panels, provided she sent you a dollar for your outfit?”

A. “Yes, that’s so.”

Q. “And she sent a dollar for your outfit, expecting thereby to gain an opportunity to earn a dollar or more per day.”

A. “Yes.”

Q. “And you sent her the outfit consisting of a picture painted on velvet by a skilful artist, also two or three pieces of plain velvet, a few paints, etc., and in your printed instructions notified her that she must send sample of work done like the original for your inspection, before you could give her steady employment?”

A. “Yes, sir.”

Q. “And she sent back a completed sample, upon receipt of which you notified her that it was not satisfactory, but that she could try again?”

A. “Yes.”

Q. “And she tried again and still the sample was unsatisfactory to you?”

A. "Yes. We cannot be responsible if people don't follow the designs we set before them, returning the panels correctly colored and shaded and so forth."

Q. "Now, as a matter of fact, Mr. Work-at-home-man, you sent this woman, a poor widow, a piece of art work to copy, which you would not find one person in a thousand could do satisfactorily?"

A. "Oh no, we think they ought to do it all right. We have many who are doing it and we really want the work."

Q. "That being so, why don't you say in your advertisement that you want skilled artists, also mention in the circular that experienced people are required?"

A. "Oh, I suppose it was omitted through oversight or lack of space. The ad. and circulars were written by another fellow, who is away now and I never read them over carefully."

Q. "But are you not aware that you are responsible for whatever is said or done in this business?"

A. "Well, I never thought about the particular wording of the circular before."

Q. "Yet your intentions are honest, you really want the work done, have numbers of people who are doing it and can use all that is properly done for you?"

A. "Oh, yes, surely."

Q. "Well, then, let me see a list of the names and addresses of people who are earning six to fifteen dollars weekly doing this work for you?"

A. "I don't know as I could get their addresses just now."

Q. "Why not? You have a system for keeping records of correspondence, haven't you?"

A. "Yes, but—"

Q. "And without pressing that point any further, to-day, I will allow you till next week to prepare the list, at the same time giving me the number of persons who have bought outfits, and who have not been able to go ahead on the work, because they could not comply with your technical conditions. In the meantime, let us assume that you have told the truth and that you have a large number of per-

sons doing this work for you. I see by your circular that you pay fifty cents per dozen for painting the art panels?"

A. "Yes, six dollars by the gross is what we offer."

Q. "To earn six dollars in a week, a person must do at least a gross?"

A. "Yes, and a person who knows how to do this work properly can paint a gross in a week at least."

Q. "In view of the large number of outfits which you have sold during the past three months, you must have not less than a thousand workers which would mean a thousand gross weekly. This you will admit, Mr. Work-at-home-man, should be a conservative estimate on my part?"

A. (Scheme man becoming very nervous) "I suppose so."

Q. "Now, please tell me how you dispose of a thousand gross of these articles weekly?"

A. "Well, you see I cannot just tell you about it, now—the fact is—well, we don't have many art panels coming in just now, and what we get that are properly done, we use in other outfits."

Q. "And without waiting until next week, you are willing to admit now, with the possible exception of one or two decoys, whose testimonials you publish, you are not providing steady home employment for anybody?"

A. (Schemer feeling as if he would like to drop through the floor) "I suppose so."

Q. "And your whole proposition resolves itself to a plan to get poor people to buy your outfit in the hope of getting employment?"

A. (Schemer has a happy thought) "Oh, don't you understand, Mr. Inspector, that this outfit is worth the dollar we charge. Such an art piece as the one we send for a sample, could not be bought in a picture store for less than a dollar, moreover we give some paint, velvet and also furnish instructions, and for the latter you would have to pay two or three dollars to any artist."

Q. "I will not dispute your assertion as to what your outfit might be worth to a lover of art, who happened to want that particular commodity, but your scheme is to force poor people to buy what they don't want, under false pre-

tenses. You lead them to imagine that by spending a dollar, they can gain employment, whereas they cannot get it. You know for a fact that if you simply wanted men or women to make up art squares and if no skill is required, you could get thousands of them right in this county, without advertising all over the United States. Good-day, Mr. Work-at-home-man, you will hear from me further."

Probably the next thing that happens is the arrest of the advertiser, or the issuing of a fraud order, preventing the delivery of his mail, or both. If he has run around to a good lawyer, as soon as the inspector went away, the attorney will probably tell him that the case against him is not a good one to defend in court, but he may succeed in stopping prosecution by arranging to abandon the business immediately and returning the mail that comes thereafter. This can be sometimes done, but more often, the inspector does his investigating in secret and does not call until he has a warrant for arrest in his possession. Nobody has ever yet defended a work-at-home prosecution successfully in a United States court, because juries are influenced by the arguments of the district attorney in regard to the intended swindling of poor people.

The foregoing is given to enable advertisers, who incline toward the home employment proposition, to understand what they may expect. Some persons, it is true, have operated questionable schemes of this sort, on a tremendous scale, and have concluded their operations with fortunes as a result thereof, but these particular and rare successes were due to combinations of conditions, that there is no space to discuss here. To anyone who is tempted with the desire to go into one of these enterprises, my advice is to consider the probable outcome with great deliberation.

Can a legitimate home-employment system be devised and continued successfully? I believe it can, provided certain conditions and limitations are arranged, which need not interfere to any extent with the strength of the advertising. I am referring to the possibility of arranging a business wherein people can be employed to do work at their own homes and whereby the promoter of the business can make a profit and have an outlet for every piece of goods handled.

I cannot explain the specific plan, which I have worked out, in this volume, because the rights have been sold and will be put into operation ere long. But to the thinking advertiser, who is interested in anything of this kind, let me suggest the following trend of thought.

Find some article which has a large sale and which can be produced by a person of ordinary ability with slight instruction and simple machinery. Go to the trade and make contracts for supplying this article in quantities. Arrange to secure material by the ton, advertise that you want a limited number of home workers. State plainly in your circulars that you have an opportunity to dispose of five hundred thousand articles annually (or whatever the quantity may be,) that you will sell your instruments or outfit for a certain amount and that while you will not absolutely guarantee steady employment, you will nevertheless divide the amount of work in question among those who procure your outfits, that you are constantly seeking and securing an increased sale for your commodity, and that as the article is of practical value when made, the person who buys your outfit will have secured something that will be of value to him, or her, even if never a cent's worth of goods are made up for you. Let it be a part of your home-work system to impress upon the people very clearly that they must not depend upon you for regular employment, but that as you guarantee to divide the work of making a certain great quantity of goods among your operatives, as fairly as possible, they can use their own judgment as to their prospects, telling them to keep in mind the fact that you are seeking to add to your output all the time.

This is but a skeleton of the idea and if it is properly worked up and honestly written out, then if the offers are carried out strictly, no harm can come to the advertiser; but, on the other hand, he should make more money per hour than some people earn per week.

HOW TO DEAL WITH A BANK.

A mail-trader who does business amounting to over \$5,000 a year, should have an account with a national bank. There are several good reasons for this.

The principal purpose is, that he needs a medium for handling his money, such as cashing cheques, issuing cheques, changing silver for bills or *vice versa* and at the same time taking care of his cash balances.

Another reason for keeping a national bank account is that it gives a certain amount of business standing. There are times when a favorable remark by the bank's cashier may prove exceedingly serviceable. Banks, like most other corporations, are usually cold-blooded institutions, yet the time finally comes when the confidence of your banker can be gained, after which it cannot be easily shaken. For example, a Chicago advertising agency gained the good will of one of the largest banks of that city to such an extent that, even though the agency got into financial difficulties, the bank's officials came forward and said: "You may still use our name for a reference and to whoever makes an inquiry of us we will answer that while we know you are in somewhat straitened circumstances at this time, we are confident you will yet pull through." And the agency did pull through its crisis with flying colors. The expression of confidence uttered by such a high authority as the president of the bank in question was at least very helpful.

Before undertaking to open a bank account, you should sit down and make these resolutions in your own mind:

I WILL NEVER LET MY BALANCE BECOME LESS THAN A HUNDRED DOLLARS.

I WILL NEVER OVERDRAW MY ACCOUNT.

I WILL NEVER ENDORSE A NOTE FOR ANYBODY, NOT EVEN MY OWN BROTHER, NO MATTER WHAT CIRCUMSTANCES MAY BE SET FORTH AS A REASON FOR THIS FAVOR.

I WILL NOT EXCHANGE CHEQUES (COMMONLY KNOWN AS "KITING") WITH OTHERS.

I WILL DO A GREAT DEAL OF THINKING BEFORE I SIGN ANY PROMISSORY NOTE.

After you have made the foregoing resolutions and feel that you can adhere to them, the next thing on the programme is to get some reputable business man to introduce you at his bank. Make your deposit as large as possible. Receive your cheque-book and go on your way rejoicing. The method of accounting, drawing cheques, etc., is a matter that you learned in school, so I'll not discuss it here. A few words of general advice, however, may not come amiss. A mail-order business man's account is not one that a bank is very fond of, as a rule, because it usually involves so much fussy work with small cheques, money-orders, silver coins, and the like. Unless you can keep at least \$1,000 on deposit, as an average balance, the chances are that the bank will lose money on doing business with you, unless it charges you for various services. Of course, if you are paying the bank in addition to letting it use your money, you are entitled to some privileges, but if the institution handles your money on the usual basis, better deal with "kid gloves," keeping the bank in as good humor as possible. Don't mention the bank's name as a reference unless you hold written permission, and even then, don't use it in any large advertisements if the bank has stern-minded directors, as a lot of letters from country folk pouring into the institution, asking whether you will really do as you say, does not tend to promote harmony.

I once was accustomed to leave several cheques signed in blank when going on a trip so that my bookkeeper could fill them out as necessity demanded. One day the bookkeeper left some of these cheques lying on her desk while she went to dinner. An evil-minded clerk stole one, passed it to an equally evil-minded friend who filled it out for \$10 payable to bearer, got the money, and I was compelled to suffer the loss. He probably would have written \$500 as the sum payable if he had thought I had so much money on deposit. The evil-minded clerk and his pal moved hastily upon detection, otherwise they might have been removed from harm's way for a series of months, but the moral is worth keeping in mind. National banks are virtually guaranteed by the government and are safe. Private bankers and trust companies (some of whom pay interest upon balances)

can fail if they meet with reverses and depositors lose accordingly, therefore be careful with whom you deposit your money.

A savings bank account is a good thing as a side issue. Deposit a few dollars now and then, let it grow and keep your bank-book handy for an emergency. Savings banks are generally very responsible.

ADVERTISING EXPERTS.

There are persons who announce themselves as advertising experts, ad-smiths, business builders, and other suggestive titles, and who for a moneyed consideration will undertake to prepare advertisements, catalogues, etc. A majority of these gentlemen, through extravagant claims, not backed up by proofs, have brought the business of advertising writing to a plane where it is not regarded with any great degree of reverence, yet withal, there are exceptions where these operators have been of much financial benefit to those who have employed them. The general inquiry of skeptics is: "If these men can make so much money for others, why don't they go ahead and do it for themselves?" And as some of the experts have been known to go into bankruptcy the cynics take delight in harping upon those instances also.

Nevertheless, I cannot consistently allow the much sneered at profession to be derided too far, because I am in the same line myself. Now don't all speak for my services at once, because I am not looking for work. I am one of those sort of fellows who happen to be lucky because instead of buying space in trade journals to advertise my ideas at "\$2.00 per," I don't advertise at all, yet have on several occasions received considerably over two dollars for an advertisement.

However, even at "\$2.00 per," good advertising ideas may be purchased at times. If I were starting in a business where advertising was deemed essential, I believe I should spend some money with the experts. Perhaps by investing a dozen dollars on these special bargains in advertisements or advertising advice, that you see loudly praised by the

vendors thereof, you may get but one little idea, yet that wee bit of a suggestion may be worth a year's profits. Some of the advertisement writers connected with the agencies, are extremely helpful in preparing advertising plans. I know a Chicago expert connected with an agency whom I believe to be responsible for thousands upon thousands of dollars in profits to the agency's patrons.

And to advertising experts who are seeking to gain the confidence of advertisers, I would give this rather unique advice—don't practice what you preach, that is, don't advertise, but let your good deeds cause your patrons to advertise you. This may be heresy, but it is the surest way by which the advertisement writing profession will come into higher respect than it stands at present.

DIFFERENT WAYS TO SAY THINGS.

I suppose some readers of this book think that in regulation listen-to-my-good-advice style I should say:

Stick strictly to the truth, don't tell a lie or phrase your advertising matter so that an untruth will be inferred.

That piece of advice belongs to a future century. Having travelled up and down the line of advertising and noted its phases and conditions I give the following suggestions:

Stick as closely to the truth as you possibly can, never tell a deliberate lie in an advertisement and if you arrange your words or expressions in such a way that a misleading inference might be drawn, be very careful to see that according to the way you peruse the ad. yourself, it reads all right. And unless it is urgently necessary, don't resort to even this subterfuge.

To explain what I mean, let me give a few brief examples. First, I write this lying statement:

OUR STOGIES ARE MADE OF PURE HAVANA TOBACCO.

That's a lie because the stogies are made of Virginia tobacco. Here is a sample of evasion that might be used if deemed necessary:

SMOKE SOME OF OUR STOGIES, THEN SMOKE THE BEST 15 CENT HAVANA CIGAR YOU CAN BUY AND WE BELIEVE YOU WILL LIKE OURS BETTER.

That's an ingenious evasion, you've probably become so used to Virginia tobacco that it suits you better than Havana and you assume that everyone else will think likewise. Some persons might criticise your opinion, but nobody can successfully accuse you of deceiving if you train yourself to believe what you suggest. The first statement may bring you to jail, the second never can. In fact, this very expression would tend, by psychological operation, to lead a person to think the same as yourself (after he had smoked a box of stogies at one cent each,) that they tasted better than Havanas.

I repeat, tell the exact truth whenever and wherever you can. If you feel that it is necessary to your success to make a strong statement, use ingenuity and don't put yourself in a position where you can be proved a downright liar under cross-examination.

To cover the principal argument of your ad. and yet tell the strict truth without the slightest bother from your conscience as to black or white lying, you can say:

OUR STOGIES ARE MADE OF VIRGINIA TOBACCO AND AFTER SMOKING A BOX OF THEM, WE BELIEVE YOU WILL CONTINUE THEIR USE, EVEN THOUGH YOU HAVE BEEN ACCUSTOMED TO SMOKING 15 CENT HAVANAS.

The above is no lie. The probability is the person who goes so far as to smoke one hundred stogies will become so reconciled to them, and the price thereof, that he will not think of Havanas any more.

I have used stogies as a demonstration. The same idea will apply to any commodity. I have simply undertaken to show the difference between a deliberate lie, an unique and legal evasion, and an ingeniously told actual truth. Even the statement that I have given as truthful is as a salted and buttered, baked potato compared to a raw potato, but the advertiser who cannot at least write up his goods with some enterprise, better try another line of trade.

DEALINGS WITH PRINTERS.

Dealing with a printer is usually one of the worriments of an advertiser. If you are able to assert that you are doing business with a printing establishment, where you get good work, at times promised, and at fair prices you should devote a minute of each day to congratulating yourself upon your luck.

I don't intend to condemn the integrity or motives of printers, they mean well and are doing the best they can, but it generally happens, through some reason or other, that they are unable to deliver your work when promised. Maybe it is your own fault in not returning proofs promptly or perhaps you made more corrections than the printer expected, but however that may be, the chances are you'll not get the work when you want it.

I tried for several years to reform the printers, in vain. Taking orders away from one and giving to another, works nicely for a very short time, after which it is the old story, over again. Experience has taught me that the following methods are the most effective.

Suggestion number one: Order your work just as far ahead as you possibly can, and set a date for its delivery several days before you actually need it. Then keep the printer awake to your interests by telephoning him in the meantime, asking how the work is proceeding. By this plan you'll probably have the circulars or other sheets on hand when you desire them.

Suggestion number two: Make a written memorandum (to be signed) to the effect that the printer shall deliver your job complete on a specified date, or that he shall forfeit a certain sum per day to be deducted from the bill, for every day that he delays in the delivery beyond the time agreed upon.

When a price is accepted for doing a job, you should call for and lay aside a sample of the paper to be used. Afterwards you should compare it with the work delivered you. The printer's superintendent may make an error by the use of stock of an inferior quality. When you buy a lot of

goods, you of course have them checked by the bill to ascertain if the right quantity and quality has been delivered. The same should be done with printing, but the counting is usually done by weight. Find how many circulars are in a pound, and estimate the entire lot accordingly. Some printers reckon nine hundred and sixty as one thousand and even then make no deduction for waste. Ten per cent saved in such ways as this, is at your expense.

CUTS AND ELECTROTYPES.

Half-tone engravings make those fine quality illustrations that you see so often in ads. in magazines. They are either reproduced from photographs or from so-called wash drawings painted by artists. They can be used only on sized (polished surface) paper.

Line engravings, otherwise known as zinc plates, photo engravings, etc., are made by chemical and photographic processes from outline drawings or may be reproduced from printed pictures. They are quite cheaply obtained and are best adapted for newspaper ads., circulars on cheap paper, etc.

Wood cuts, like steel engravings, are of but little use in the mail-order business, having been superseded by the two cheaper methods referred to above.

Electrotypes are copies of the original cuts, made of a composition metal and mounted for use in printing. Some advertisers prefer to have their electrotypes made of solid metal, others are satisfied with wood blocks. The latter are cheaper and involve much saving in postage or expressage. I have never been able to see the advantage of using solid metal electrotypes except in rare instances.

In all large cities there are engraving and electrotyping concerns that will do such work as is mentioned here. Your printer will be able to give you some addresses or you can obtain them by looking into city directories.

If you are accustomed to ordering your printing of various printers, better make it a rule to have all electrotypes

returned to you, as soon as a job is completed, otherwise you will soon begin to lose trace of them. Cuts should be wrapped in paper and numbered, proofs being kept in a scrap book and numbered in duplicate.

FOREIGN STAMPS AND MONEY.

Any mail-order advertiser who does a large business will receive more or less foreign stamps and money. Canadian money can, as a rule, be disposed of through a local bank. Money of other countries, also their stamps, can usually be exchanged for United States money at specie brokers' offices in large cities. Sometimes better prices can be secured for foreign stamps, however, by selling to firms that supply philatelists. Up to a few years ago, the Canadian government made a practice of redeeming unused stamps at a small discount, but that has been discontinued. I know of two or three dealers who sell stamps to Canadian bankers, steamship agents and hotel newsdealers at slight reduction from regular price; brokers in the U. S. usually charge eight to twelve per cent. Any large quantity of stamps from a distant foreign country, such as Russia or Brazil can usually be disposed of by sending to a U. S. Consul with request that he remit to you by U. P. U. money order. Punched Canadian silver, if not too badly mutilated is generally accepted in the Dominion, therefore do not throw it aside as worthless.

DEALING WITH THE POST-OFFICE.

It is well to keep on good terms with the local post-office. People occasionally write to the postmaster to learn of the reliability of a mail-order house, and the answer, if any, that goes back, should be a favorable one for the advertiser. The official will naturally do you more justice in his reply if he happens to know you pleasantly, rather than if constant friction were occurring through disputes as to mail privileges and so forth.

The ill will of a postal clerk or letter carrier may be of no consequence, for either good or detriment, yet I have known occasions where a very subordinate box clerk has been of great service to a mail-order man by a few words spoken on an opportune occasion.

If some matter of disagreement arises between the local post-office and yourself do not become angry and make threats to remove the postmaster, because the chances are that he is in the right. In event of a dispute, ask him to tell you his whys and wherefores, requesting that he cite the section in the P. L. & R. and allow you to copy it. If you still feel that you are in the right, yet cannot bring his mind around to your way of thinking, request him pleasantly, but firmly, to either submit the facts to the proper superior authority in Washington at once, or to permit you to do so. Always keep your temper, however. I once knew of an instance where an advertiser was mailing large quantities of Japanese paper napkins at the printed matter rate. The assistant postmaster detained the packages and insisted upon merchandise postage. The advertiser argued that the napkins were merely printed designs upon paper and that they belonged to the third class. The postal employee was stubborn and the dealer threatened to sue him for damages, put him in jail for delaying mail, and to have him removed in disgrace. The dealer wrote to the Third Assistant Postmaster General and received a reply that Japanese tissue napkins could only be legally mailed at fourth class rates. Thus we see that the advertiser, being in the wrong (technically, at least,) made himself quite ridiculous and at the same time gained the ill will of one man.

If a letter intended for somebody else is delivered to you by mistake, return it quietly, without opening or making any marks thereon, to the carrier or box sorter who committed the error. It will gain his good will. On the other hand, by making a fuss about it, you may cause him trouble and gain nothing yourself. We are all liable to errors. Of course, if there are wholesale irregularities in delivering, you are justified in going to the postmaster, but I refer above to occasional slips of busy and often overworked men.

Don't load street letter boxes with matter. Send your mail to the post-office as early as possible in the day, especially pieces for registry. It is contrary to law to give presents to postal clerks, but this is "winked at" during the holiday season and a few cigars or other commodities given discreetly will promote good feeling. If your mail runs heavy, hire a post-office drawer, you'll be better satisfied. If you are sending large quantities of letters or circulars and can sort them into states, each tied separately, it will facilitate forwarding. On general principles, do all you can consistently to help make our postal system the best in the world.

It is well to make certain that you are known to the post-office in your locality, so that if a letter comes to your city without your complete address, it will reach you. A good test will be to address an envelope to yourself without street address such as "J. L. Brown, San Francisco," and have it posted by some distant correspondent, then note whether it reaches you in due time. You might also address an envelope to yourself, without giving the city, as "J. L. Brown," and drop into a letter box to ascertain whether or not it comes to you. If it does not, you can consistently ask the postmaster to see that your name with address is put in his office directory.

THEFT.

In one way and another, pilfering seems to be one of the annoyances that particularly beset mail-order traders.

If you have reason to believe that mail matter addressed to yourself is being stolen in transit, do not make any talk with the local postal officials, but write a letter with such facts as you can give, to the Chief Post-Office Inspector, Washington, D. C., who will quite promptly have a secret investigation made by postal detectives under his supervision.

Make no specific charges against the post-office department or any particular employee thereof, unless you can prove them. Very often, the astute inspectors of the government trace robberies right to the advertiser's own office where he is surprised to learn that some trusted employee has been pil-

fering. If you have any doubts, it will do no harm to have a little watching quietly done. Here are some of the methods that have been utilized by dishonest employees:

A bookkeeper had a duplicate box key made, visited the post-office each evening, removed several letters, pocketed the money and stamps therefrom, then destroyed the evidences of his crime. Boys engaged to bring mail from the post-office have appropriated letters. Clerks whose duties were the opening of letters have purloined some of the proceeds while the orders have gone through the proper course, goods being sent, therefore no complaint ever made to attract the proprietor's attention. A clerk employed to put stamps on mail packages has been known to conceal some of the stamps each day, knowing that nobody ever checked the amount of postage placed upon the various pieces. Numerous other methods of larceny of money and stamps might be cited, but I have given enough to show that an advertiser should be very careful in choosing his employees. Here are some other novel plans of dishonest people:

On one occasion, a man in the office of a prominent publication offered to secure a copy of the subscription list and sell it to a rival publisher. In another instance, a person employed in a watch dealer's establishment surreptitiously copied prospective customers' addresses each day and supplied them to a friend who mailed circulars offering similar watches at lower prices. An advertising stock broker who received a heavy mail, was accustomed very naturally to throw his old envelopes into a waste basket. A rival made a deal with the janitor's boy to sell him the waste paper. On many of the envelopes he found return addresses and sent his circulars, thus securing country investors' names without advertising.

Another ingenious swindle was where a clerk in a strictly managed mail-trade establishment, in addressing packages of silverware would direct one per day "by mistake," to a confederate in another town. The advertiser told me that he would probably never have detected this trick if the trusted forwarding clerk's friend had not confided to some-

one who in turn sent an anonymous letter to the dealer. The advertiser had always accused the post-office department of losing these packages.

It is well to make a rule never to sell any of your goods to an employee. Then if a clerk is known to have articles of your particular kind in his or her possession, there may be a fair basis for suspicion. If, on the other hand, clerks are allowed to purchase small commodities such as you sell, an opportunity is afforded for some dishonest employee to steal one per day of that particular kind of article, and, if accused, claim that it was purchased, although a hundred duplicates thereof may be concealed at home in a bureau drawer.

It is wrong for a dealer to be careless about the handling of his mail or stock. Such carelessness begets temptation and leads people to do dishonest acts that they might never have dreamt of, had not the opportunity been presented so often and so easily. On general principles it is well to use the utmost care in selecting helpers, then let them see that you have in operation a thorough accounting system which you frequently inspect yourself, while they are at supper or enjoying their holidays.

LAWYERS FOR ADVERTISERS.

An advertiser generally finds, sooner or later, that he needs advice or action involving the services of an attorney who understands postal law as applied to advertising. A person who says that no legitimate advertiser needs counsel, simply doesn't know what he's talking about. Some of the most reputable concerns have had difficulties through innocent violation of postal regulations.

Postal law is a feature that stands quite by itself, indeed, it contains such departures from ordinary law as to lead its specialists to assert that in one notable respect it violates the constitution of the United States and that Supreme Court will some day prove it.

Ordinary attorneys do not know anything about postal laws nor the best methods of procedure in actions involving such. Their advice is often decidedly dangerous because

they frequently direct a client to do things that are against his own interests. If you want to have your advertisements, circulars or form letters criticised from a legal standpoint, if you foreshadow trouble with inspectors or the district attorney, if your mail is withheld, or if for any other reason you require expert advice or action, by all means employ a counsellor who has postal law and practice at his "finger tips." I give the names and addresses of four practicing attorneys who make a specialty of advice in postal matters.

Mr. Thomas J. Boynton, Smith Building, Boston, was for several years a division chief post-office inspector, where he had much experience in investigation and action on advertising schemes. Since his retirement from the service a few years ago, he has practiced law.

Mr. John J. Vause, No. 156 Broadway, New York, has probably more clients in the mail-order trade than any other lawyer. He is very popular, has had long experience and much success.

Mr. R. W. Haynes, Loan and Trust building, Washington, had four years' experience as Assistant Attorney General for the Post-Office Department. He framed the noted (some say notorious) "fraud order-anti-lottery" statute. He has handled many intricate cases to the satisfaction of his clients.

Mr. William Knox Haynes, Adams Express building, Chicago, is counsellor for several Western advertisers who speak highly of his work. He is not a relative of the Washington attorney, as is generally supposed. Mr. Haynes got his experience as a mail-order advertiser in New England and afterward took up the practice of law with success.

The fees of the above named gentlemen average about the same, but, of course, vary according to the work done by them. Five dollars for a letter of advice or a ten minutes' conversation is about their usual charges. On operations requiring study or legal action the fees run much higher. A fee paid to one of these lawyers for advice as to the legality of a scheme has sometimes saved thousands of dollars, likewise much trouble.

If you need a lawyer quickly, as in case of arrest, the best one to employ is an ex-U. S. district attorney with good reputation. In all probability he knows a thing or two about politics in addition to his legal knowledge, and in nine cases out of ten the political feature is the one that will prove the most advantageous.

Here are a few bits of advice about dealing with lawyers. Make terms, if possible, beforehand. If you employ an attorney and pay his price don't accept the services of an assistant. Be absolutely candid with your counsellor, if you conceal anything, it may be the very point that would have saved your case if your lawyer had known it. Don't be afraid to talk freely to your legal adviser, he will guard your secrets safely. The most favorable time to call upon an attorney is usually in the afternoon, as his mornings are likely to be taken up in the courts. Pay promptly. Don't take your counsellor's time in telling stories; he will probably charge you for it. Two lawyers are often better than one but three or more are generally "a crowd." Never employ over two on a case and be careful in your selection. Cheap lawyers are cheap in more respects than one and should be avoided.

BLACKMAILERS.

A blackmailer is one of the most despicable forms of humanity. He is a person who, knowing of some error, wrong doing or weakness of another, extorts money in payment for his silence. There are some dangerous blackmailers who operate in the mail-order trade, also a legion of petty ones. If I were to give some names and data in this little book, the Lord only knows what the outcome would be. Not being desirous of creating excitement, I merely give some advice on general principles.

To avoid a basis for blackmail, don't do any more wrong than you can help. If there is a "trick of the trade" being operated in your establishment, that you wouldn't care to have exposed, be careful in whom you confide, particularly among your employees. Beware of "smart" people; if you are "treading on thin ice," use utmost caution in what you

write, also keep under lock and key any documents that you would not care to have fall into the hands of a designing person.

To handle a blackmailer, use good judgment. Better lay the facts before your lawyer even if you have been sworn to secrecy. You can make a mental reservation regarding your counsellor. In nine cases out of ten your lawyer will tell you not to pay a cent and will dispose of Mr. (or Mrs.) Blackmailer in short order. If the person is a detective, in all probability he is very cunning, therefore see that in handling him you don't compromise yourself further. When you pay the first dollar to a person under extortion, make up your mind that it is the beginning of a long siege of trouble, unless you trace the history of that dollar bill from the moment it enters his possession.

Persons pretending to be newspaper reporters sometimes call upon an advertiser, under pretense of writing up his methods for publication, but in reality, to extort money for the suppression of such. Ask for a delay while you think the subject over and call upon the editor of the newspaper, your lawyer, or the police. One genius who writes advertising matter of a questionable sort, blackmails those for whom he does work by pretending to have "got religion" and to be desirous of undoing what he has done by warning the public. The only true remedy I can suggest in a case like this, is to avoid using advertising literature that is questionable.

Another class of blackmailers is to be found among the country people. A fellow up in some backwoods village conceives the idea of extorting money by threatening to write letters, detrimental to an advertiser, to the Post-Office Department or to newspapers, provided the dealer does not send an article that the rascal pretends to have forwarded the money for. One chap down in Georgia makes a regular business of this and has gotten his methods reduced to quite a science. I shouldn't wonder if he employs a bookkeeper. He has obtained merchandise from almost every mail-order merchant in the United States by variations of his blackmailing scheme. An advertiser should keep accurate records and make it a rule to be chary about duplicating

orders on account of alleged losses. The P. O. Department does not expect an advertiser to fill an order more than once, and I have known of instances where inspectors have blamed dealers for doing so, on the grounds that the custom promoted petty blackmailing.

POSTAGE STAMPS.

Careless clerks put stamps on letters upside down, in the wrong corner or near the middle of the envelopes. There is no law against this and the piece will be delivered. To the recipient, however, a poor impression is conveyed as to the business methods of the sender.

When stamps are adhered over cords on a package, it is liable to the first class postal rate.

Incomplete stamps (unless only a small portion is missing) should be thrown away, they are worthless. Country correspondents occasionally send in stamps from which they have erased the cancellations; these are quite easily detected and render the user liable to criminal prosecution, which has occurred on numerous occasions. Stamps that are stuck together should be soaked, then laid on sheets of blotting paper until dried. A stamp that has travelled upon a letter, even if uncanceled, may not legally be used again.

The U. S. Government does not redeem stamps but there are brokers in large cities who buy at three to ten per cent discount.

Whoever counts your stamps should be an accurate person. Simple as it seems in theory, it is a very difficult matter for even an adept to correctly put up in envelopes, a hundred dollars' worth of loose stamps.

Revenue stamps cannot be used for postage nor can postage stamps be used for revenue.

If you have occasion to use post cards in great quantities, you can buy them in whole sheets for convenience in printing.

The U. S. Government offers no discount on postage stamps or post cards, no matter how large quantities may be purchased.

The commercial value of old (cancelled) stamps is about \$80 per million—hardly worth saving them.

Postage stamps should be carefully affixed to mail matter and the required amount should be fully prepaid. Sometimes mailing clerks are careless on this point. To be required to pay two or three cents on a piece before receiving it, is liable to cause disgust to a prospective patron who will probably account for it in his own mind as "a pretty cheap scheme to save a cent."

Postage stamp gum, sometimes made use of by mail dealers, is prepared by taking two parts dextrin, one part acetic acid, five parts water and one part alcohol. Mix the acid and water, dissolve the dextrin in the mixture, add the alcohol and dissolve thoroughly. Apply with wide, rather soft brush and allow to dry slowly.

The practice of using the tongue in moistening stamps that have come by mail, would not be so common if mail trade clerks realized that it is a habit of country folks to rub stamps upon their hair before enclosing to prevent adhesion to the letter.

LOVE, RELATIVES AND BUSINESS.

Love and business don't mix. A proprietor who becomes attentive to any one employee sows the seed of disaffection in his establishment and thereby causes much damage.

Don't take a relative into your establishment unless it be distinctly understood that he or she shall expect no favoritism. A person who comes in late, goes home early or takes other unwonted privileges, because, being a relative, he or she cannot be admonished, is a very unprofitable assistant to have. In this matter as in many others, an ounce of prevention is worth a pound of cure.

LIQUORS AND MAIL ORDERS.

A mail-order business, being full of details, requires a clear brain on the part of its manager. The use of intoxicants muddles the thinking ability and harms the business. Then, too, employees very soon learn to know when their

employer is going out to take a drink, and this does not tend to add to their reverence for him.

Some of the best mail-order institutions in the United States have been ruined by liquor. I might cite a dozen instances, but will mention only two:

A young man, earning forty dollars weekly as manager of a large New York mail-order concern won the respect of his employer to such an extent that the latter encouraged the young man to set up in business independently, and backed him with a large stock of goods, printing, plates and so on. He began to make money from the very start, likewise began to indulge in liquor with friends who drank freely to his success. Inside of two years, this young man had lost home and business. To-day he is a wanderer on the face of the earth, seeking lodgings and food from those who are charitably inclined.

Another, an advertiser of medical specialties, who had earned and accumulated upwards of sixty thousand dollars, allowed the liquor drinking propensity to gradually invade his system. With cocktails before breakfast, punches at lunch and champagne at supper, came the inclination to be sportive. He gambled recklessly, lost heavily, drank to keep up his courage, let his business run itself for weeks at a time, and to-day he is at a sanitarium, living upon the little money that his good wife had saved, while the business that he founded so well, is being operated by new owners.

The writer is no prohibitionist or temperance crank, but puts forward the advice on the liquor question in the same spirit that other suggestions are given for the better promotion of the mail business.

If you feel the need of drinking intoxicants, do it after business hours or Sundays, but not between breakfast and supper. Another pointer, don't mix drinks in your stomach but stick to the kind you start upon unless to change it to seltzer.

ADVERTISING REPRESENTATIVES.

Under this title, I refer to gentlemen employed by publishers to call upon advertisers and present the merits of their publications. They are a gentlemenly, intelligent, experienced and suave set. They must be so, because their business demands it. Once in a while an exception to this rule occurs, but when the wrong man gets into the soliciting business he doesn't remain very long.

The best way to deal with an advertising canvasser is to be frank and pleasant. If he calls when you are too busy to talk with him, tell him so plainly. If you don't care to use the medium that he represents, say so frankly and in the same way that you would wish to be answered if your, and his, positions were reversed.

Do not try to induce a solicitor to decry his rivals; if he knows his business (and the probability is that he does), he will preserve a discreet silence or turn the subject aside lightly. The solicitor who, in popular parlance, is known as a "knocker" is few and far between and he doesn't remain long in the field.

If a solicitor talks to you freely about the methods of your rivals, listen well, but keep your desk closed and take care not to tell him anything that you don't wish told to others in your line. I am happy to say that tale bearing is not common among men who seek advertisements from mail-order houses.

Most solicitors for publications that cater for mail advertising are truth tellers. I can't say as much of some of the "round town" seekers of local ads for local dailies who are always calling each other prevaricators, all the while lying egregiously about their own paper's circulation. When a solicitor tells you a lie, the chances are you will know it—liars are really quite easy to detect.

As a matter of business policy, do not pay any money to a solicitor unless he shows you evidence of proper authority to collect. If you are requested to advance money on a draft upon his publisher, better suggest that you will do so provided he permits you to telegraph to the publisher for

authority. If you give a cheque to a solicitor in payment for advertising, which he is expected to deliver to the headquarters, better make it payable to his employer. These suggestions are not given as a reflection upon the honesty of advertising men in general, but to guard against the manoeuvres of black sheep who enter the fold now and then, same as they get into other lines of business.

One of the silliest methods of certain advertisers is to tell every solicitor that his publication is not yielding profitable results, this being done for the purpose of getting some concession from the publisher. This advice speedily becomes known and reflects no credit upon the advertiser. If, however, a paper really does not yield satisfactory returns, it is well enough to say so and let your advertisement drop therefrom, unless the solicitor can see some way to help the matter, but don't complain unless there is reason to do so.

Contrary to the usual belief, advertising solicitors are sensitive. An insult hurts one of them as much as any other individual. One of the most popular men in the business told me that the more experience he gained, the more he was annoyed by occasional sneers received from unthinking persons who consider it clever to say something impertinent to one who seeks to sell them something.

An advertising man holds it in his power to do a great deal of good to a mail-trader to whom he is friendly inclined. To one who treats him in a shabby manner, he may do harm, not by what he will say, but by what he *will not* say.

ADVERTISING TRADE JOURNALS.

A large number of publications are issued for the ostensible purpose of promoting the interests of advertisers. Most of them are good, although in some instances, a little salt should be sprinkled over the narratives and advisory paragraphs that they set before the gentle reader. All but two or three of these journals are, whether admittedly or not, house organs. The advertiser, being a practical and thinking person, soon learns to weigh what he reads and is impressed accordingly.

I advise mail-order advertisers not to be guided too closely by reports of interviews, advertisers' statements of experiences, cost and result schedules and the like. Too often there is a "nigger in the woodpile." I know an advertiser, a relative of the manager of a Western publication, who prepares fictitious tables of alleged returns from various magazines, always favoring his friend's journal, of course. These he sends to a certain advertisers' periodical which publishes the concoctions as reliable evidence of comparative merits. Then, too, it stands to reason that a shrewd mail-order advertiser, upon being interviewed, isn't going to tell his trade secrets for the benefit of his rivals. I recently talked with a prominent gentleman who had been interviewed for publication and he laughed at the buncombe which he had given out as being the secrets of his success.

Another feature to consider is the essay of the theorist. He invades the sanctum of almost every trade journal in a polished I-know-it-all sort of a way and too often gets his contributions into print.

The best thing for a mail-order dealer to do in the matter of advertising trade journals is to subscribe for a few of them. On the whole, they are exceedingly helpful, sometimes giving pointers that are worth thousands of dollars. I heard of a case wherein a retailer of corsets happened to pick up a copy of a well-known advertiser's weekly and read some information therein, which he experimented upon later, and to-day does a mail business many times greater than his store trade.

Another instance I know all about, is where a manufacturer of ladies' shoes had tried the Douglas method of advertising and couldn't make a "go" of it. He had dropped all hopes of ever doing any further mail trade when he happened to read in one of these journals some unique methods whereby a concern in the West had built up a great sale for a brand of baking powder. He figured out that the same idea might be adjusted to the advertising of shoes, tried the plan and has found it to be successful. Many other instances could be cited but I have simply desired to make it evident that money paid for subscriptions for advertising journals, is often a very remunerative investment.

SPECIAL ADVERTISING AGENCIES.

Special advertising agencies or representatives are not the same as general advertising agencies, but receive orders for certain publications or lists of papers. One gentleman for example, has a list of several magazines that are devoted to the interests of railway employees for which he seeks orders for space. Another represents a list of monthlies that reach mostly the mail-buying classes, and so on. Specials, as they are popularly termed, are not presumed, according to trade ethics, to seek any advertising outside of their own lists, although some of them act as general agents in a quiet way. Their services in the latter respect can hardly be recommend to the advertiser.

Special advertising agents receive salaries or commissions from the publishers whose mediums they work especially for, and stand in about the same relation as does the manufacturers' agent to the jobber.

As a rule, the specials whom a mail-order merchant is likely to meet are reliable, truth-telling men of good judgment, and pleasant company withal.

PUBLICATIONS IN FOREIGN LANGUAGES.

If you haven't already investigated the subject, you will be quite surprised to learn of the large number of periodicals, mostly weeklies, published in foreign languages, in this country. Those of the German are the most common and there are French, Scandinavian, Russian, Dutch, Polish, Bohemian, Hebrew, Chinese, and numerous other foreign tongues. These publications, of course, reach foreigners who are living in America. These papers carry advertisements, (also set in the same language as body matter) and have, in some instances, done very well for mail merchants who have used them. Such articles as farm machinery, windmills, watches, jewelry, optical goods and silverware have been extensively sold through these mediums.

Most foreigners, particularly Germans and Scandinavians, are rather slow to give consideration to a new advertiser, but when he once impresses them with his reliability, they

continue to patronize him, as well as to induce their friends to do so. In other words, mail-order buyers of foreign nationalities are not as fickle as American patrons.

Assuming that you have no catalogue printed in German, French or whatever the language may be, it is quite necessary that you tell the whole story in your ad., therefore large space should be used.

One or two advertising agencies include foreign language advertising among their features. You can ascertain the addresses of these concerns by inquiry. The advertising agent will translate your announcements and if necessary will translate any correspondence that you cannot decipher yourself.

Mail-order concerns that do much of the advertising above referred to, usually employ a clerk who understands French, German, etc.

You will make no mistake if you do some studying under a teacher of one or two languages. Apart from the mercantile value of what you learn, it will afford you much satisfaction in numerous other ways. I always felt that it would be a waste of time to learn foreign tongues until I acquired French and German, since which, I have found the knowledge of them both valuable and interesting.

ADVERTISING COUNTERFEIT MONEY.

The instinct of getting something for nothing, or for as little labor as possible, doubtless dates from a period anterior to Father Adam. The anthropoid ape indubitably practiced early in wiles on his fellow creatures, which actions were akin to many of the swindles which civilization has evolved, if they were not indeed the parent frauds of the whole race. Man, clever animal that he is, has prostituted his ingenuity throughout the ages, to benefit his pocket or to make a short cut to fortune. The ancient alchemist, in no wise to be classified with the modern cheat, endeavored to convert common dross into gold. Gold spells the root of many a folly and crime. The very name exercises a potent influence on the mind of man. Clever rascals, driven to more or less desperation, and possessing

an inordinate desire for liberty, for the better enjoyment of ill-gotten gains, have been sorely puzzled to devise a scheme whereby their arts could be practiced in comparative safety. Necessity, no more than mere desire, is the mother of invention. Man cares very little if his invention be useful to the world at large, so long as it lines his own purse. Thus a perverted set of beings has flourished from time to time, whose cunning has evolved schemes of pretending to sell counterfeit money to country folk, quite as dishonest as themselves in inclination if not in practice. I refer, of course, to the well-known "green goods" industry, and my excuse for bringing it into this book is to explain to legitimate mail-order merchants, a matter that they should know about.

Thousands of "green goods" letters pass through the United States mails daily. Just why this is thus, is a matter that doesn't concern this article, nevertheless the fact exists.

"Green goods" operators need names and addresses to send the "retired steel engraver" and other such letters to. When other lists are not available they use directories and tax assessors' schedules, but only when they cannot get good names from letters purchased from mail-order advertisers. They particularly prefer letters received in reply to certain classes of medical ads, bicycle offers, competitions, watch propositions and the like. Two hundred and ninety-nine of the persons thus reached by the "green goods" men, may lack either cash or inclination, but, if the three hundredth fellow develops into a "come on," the result is very profitable for the gang. I know of instances where large lots of letters belonging to good Christian advertisers have been utilized by the "green goods" operatives.

I therefore recommend that mail merchants, who are not desirous of assisting the thieves, be very careful to whom they lease or sell their old letters, that is, if they are accustomed to disposing of them. The swindlers usually buy through one slick agent who calls himself a letter broker. He travels about the country, tells a smooth story and pays cash, ordering the letters sent usually to a point in New York State.

Incidental to the title under which this article is written, it may be well to state that it is against the U. S. Statutes to make any imitations of money for advertising purposes, or otherwise. This refers to pieces of paper upon which are characters printed similar to those on money, usually in green ink, the scheme being to advertise some concern on the back of the dummy bill.

Pictures showing paper or metallic money are not legal in newspaper advertisements or catalogues. It is probably quite needless to mention that ads. or circulars offering or pretending to offer counterfeit money are illegal. There is no law against selling old Confederate money, which is fairly plentiful even at this date, but to use such phrases in advertising, as to lead the public to suppose that counterfeit U. S. money can be obtained, will bring the advertiser within the legal danger line.

INDECENCY IN THE MAILS.

Occasionally a person starting in the mail-order business, gets the notion into his head that he can make a great deal of money easily by selling or pretending to sell indecent books or pictures. Other persons try establishing a neat little business in the sale of preparations alleged to defeat the sexual laws of nature. The dealer usually imagines that while his advertisements may be racy and may intimate much, because he does not, as a matter of fact, send anything that could offend even the most Christian recipient, he is safe from legal harm. In this belief, he is wrong and the evidence of his error is liable to come only after a United States marshal has accompanied him to a Commissioner, to be held for trial.

In some European countries, the dealing in articles that prevent conception is recognized as a legitimate industry, abortion is not thought much about and a dealer in obscene literature or photographs is rarely interfered with, unless he makes too strong a sensation. In the United States, however, there is a general abhorrence of all business of this character. Not only are there carefully drawn state and government statutes, the sense of which is to keep the busi-

ness under suppression, but what's more important, the laws are vigorously enforced. A man who advertises anything obscene and then fills an order for such, is liable to four terms of imprisonment, under four different laws, for the same offence, in most districts. The statute used in most prosecutions, pertains to the use of the mails and is, (Sec. 333 P. L. and R.) as follows:

Every obscene, lewd, or lascivious book, pamphlet, paper, letter, writing, print or publication of an indecent character, and every article or thing designed or intended for the prevention of conception or procuring of abortion, and every article or thing intended for an indecent or immoral use, and every written or printed card, letter, circular, book, pamphlet, advertisement, or notice of any kind giving information, directly or indirectly, where or how, or of whom or by what means any of hereinbefore mentioned matters, articles or things may be obtained or made, whether sealed as first-class matter or not are hereby declared nonmailable matter, and shall not be conveyed in the mails nor delivered from any postoffice nor by any letter-carrier; and any person who shall knowingly deposit or cause to be deposited, for mailing or delivery, anything declared by this section to be non-mailable matter, any person who shall knowingly take the same, or cause the same to be taken, from the mails for the purpose of circulating or disposing of, or aiding in the circulation or disposition of the same, shall, for each and every offense, be fined upon conviction thereof, not more than \$5,000.00 or imprisonment at hard labor not more than five years, or both, at the discretion of the court. And all offenses committed under the section of which this is amendatory, prior to the approval of this act, may be prosecuted and punished under the same in the same manner and with the same effect as if this act had not been passed: PROVIDED, that nothing in this act shall authorize any person to open any letter or sealed matter of the first class not addressed to him.

Judges and juries are particularly opposed to those who violate this so-called obscenity law, and the "twelve good men, and true" generally find the defendant to be guilty without taking many moments of their time to analyze possible technicalities in his favor. The sentence is usually six months' to two years' imprisonment with a fine of fifty to five hundred dollars.

But the matter of the legal trouble is not all. A man may have been fined for having conducted a lottery, or for having used the mails otherwise illegally in schemes, and it never hurts his reputation to any great extent, but to be found guilty of circulating obscene matter puts a bad blot

upon one's reputation. Nobody has ever been known to get large profits out of the business in question. No decent newspaper will carry advertisements pertaining to such business. Respectable persons will not work for a man in such traffic. In fact, it is the lowest form of mail-order business, and a disgrace to that important industry. Therefore I say, don't be tempted by it for if your conscience doesn't trouble you, the law surely will.

Many persons, (usually vindictive foreigners and jealous women) are convicted every year of sending indecent letters through the mails. As a rule the offending epistles are anonymous and the writer feels quite safe, but it doesn't take a shrewd detective very long to discover the culprit. The writing of scurrilous, threatening or dunning communications upon post cards is also legally forbidden.

THE MATTER OF ABBREVIATIONS.

In every establishment which transacts business largely through the mails, there should be a set of rules in regard to abbreviations and the compliance with these instructions should be insisted upon by the superintendent. Before a person is engaged for clerical work he, or she, should be required to memorize the system for writing addresses properly.

There are some words, such as the names of states, which can be abbreviated safely, while others cannot. Pupils in school are often taught to write *Cal.* for California, and *Col.* for Colorado, but in extensive mailing, these will not do, because through slight carelessness in writing the *a* may look like an *o*, and a parcel may travel to the state for which it was not intended. No abbreviation should be allowed for Maine, as such is too frequently mistaken for *Mo.* The following is a set of abbreviations of states and provinces compiled as the result of ample experience:

MAIL TRADERS' ABBREVIATIONS FOR STATES.

Alabama,	Ala.	Montana,	Mont.
Alaska Territory,	Alaska.	Nebraska,	Nebr.
Arizona Territory,	Ariz.	Nevada,	Nev.
Arkansas,	Ark.	North Carolina,	N. C.
California,	Calif.	North Dakota,	N. Dak.
Colorado,	Colo.	New Hampshire,	N. H.
Connecticut,	Conn.	New Jersey,	N. J.
Delaware,	Del.	New Mexico Territory,	New Mex.
District of Columbia,	D. C.	New York,	N. Y.
Florida,	Fla.	Ohio,	Ohio.
Georgia,	Ga.	Oklahoma Territory,	Okla. T.
Idaho,	Idaho.	Oregon,	Oreg.
Illinois,	Ill.	Pennsylvania,	Penna.
Indiana,	Inda.	Rhode Island,	R. I.
Indian Territory,	Ind. T.	South Carolina,	S. C.
Iowa,	Iowa.	South Dakota,	S. Dak.
Kansas,	Kan.	Tennessee,	Tenn.
Kentucky,	Ky.	Texas,	Tex.
Louisiana,	La.	Utah,	Utah.
Massachusetts,	Mass.	Vermont,	Vt.
Maine,	Maine.	Virginia,	Va.
Maryland,	Md.	Washington,	Wash.
Michigan,	Mich.	West Virginia,	W. Va.
Minnesota,	Minn.	Wisconsin,	Wis.
Mississippi,	Miss.	Wyoming,	Wyo.
Missouri,	Mo.		

ABBREVIATIONS FOR CANADA.

Alberta Territory,	Alb., Canada.	Northwest Territories,	
Assiniboia Territory,		N. W. T., Canada.	
	Assin., Canada.	Ontario,	Ont., Canada.
British Columbia,	B. C., Canada.	Prince Edward Island,	
Keewatin Territory,		P. E. I., Canada.	
	Keew. Ter., Canada.	Quebec,	Que., Canada.
Manitoba,	Man., Canada.	Saskatchewan Territory,	
New Brunswick,	N. B., Canada.	Sask., Canada.	
Nova Scotia,	N. S., Canada.		

Here are some practical "Don'ts" in regard to abbreviating, which should be kept in the mind of every addresser:

Don't abbreviate the name of any city, even if the writer of the letter, from which you are copying the address, has done so. *Phila.* will not do for Philadelphia, nor will *N. Y. C.* suffice for New York City. Neither should *Balto.* be written for Baltimore.

Don't abbreviate such words as Center, Junction, Spring, and so forth. Don't abbreviate North, South, East and West. Don't write *Inda.* so it will look like *Md.*

Don't under any circumstances, abbreviate a person's name, unless such is done by the writer of the letter from which you are copying. For instance: Thomas Taylor should not be condensed to *T.* or *Thos.* Taylor.

HINTS ON ADDRESSING.

In addition to the matter of abbreviations referred to in the foregoing article, some further advice can be given for the benefit of those who have addressing done to any considerable extent.

The ink generally used for addressing is what is known as fluid writing ink. It is not as thick as the jet black and dries more quickly. It also has a lesser tendency to corrode the pen. Colored inks are generally a nuisance, also expensive.

There seems to be no particular rule that can be observed in regard to the selection of pens. An assortment of sizes should be kept on hand and these should be dealt out by the foreman, or some other trusted person, otherwise, among a large number of employees, there is liable to be considerable amount of the "I'll-just-take-a-few-home" practice.

Persons inclined toward what is known as writer's cramp, will find satisfaction in the use of those large cork pen holders, which are obtainable at the stationers'.

If blotting paper is used in large quantities, it can be bought most cheaply by the ream of full size sheets, at a paper warehouse, which will cut the sheets into convenient sizes and deliver at a comparatively low price.

Persons should not be selected to do any addressing, unless they can write names plainly and rapidly. Careless writers ought to be removed from the addressing department as quickly as possible, in fact the sooner they are removed from the establishment, the better. Here are some rules, which the superintendent will do well to impress upon the minds of the workers:

Write capital letters plainly, (no flourishes,) especially F, T, L, W, M, and N. Distinguish plainly between I and J.

Write a person's name just as he or she gives it. Anyone found to be writing J. D. Jones, when it is given as John D. Jones, or Mary Smith, when signed Mrs. Mary Smith, should be discharged immediately.

When a writer comes across *L. I.* (meaning Long Island) or *S. I.* (Staten Island) the letters *N. Y.* should be placed after same, thus: Bayshore, *L. I., N. Y.*

The P. O. box or street number should always be added, if it appears either at the top or bottom of the letter from which the address is being copied.

Careless writers frequently spell Johnston as Johnson, Clarke as Clark, Mary as May, etc., and should be warned against this sort of alphabetical economy.

Those addicted to fancy flourishes should be suppressed, while those who haven't time to dot *i* or cross *t* should be prodded into the right methods.

In addressing envelopes or wrappers from a lot of letters that have been received in response to somebody else's advertising, some special rules are usually essential, but these are dependent upon various conditions. A firm, offering novelties which are most appreciated by country folk, should instruct writers not to copy addresses of persons living in New York City, Chicago, San Francisco, Philadelphia, Brooklyn, Boston, Washington City, Cincinnati, Buffalo, St. Louis, New Orleans, St. Paul, Minneapolis or Pittsburg. Names of persons whose letters are written upon hotel stationery should be passed over, together with those from students writing from schools and soldiers from their camps, because such are usually only transiently at the places indicated, and by the time the mail-order dealer gets the letter to copy, the writer will probably have gone away.

THE LAW OF FRAUD ORDERS.

So-called fraud orders are issued over the signature of the Postmaster General of the United States. The evidence upon which they are issued is usually supplied by post-office inspectors and judgment is rendered upon their statements by the assistant attorney general for the Post-Office Department. If he considers that a firm is doing a fraudulent business, he prepares the form of the fraud order and hands it to the Postmaster General for signing. This is then promulgated, copies being sent to the postmaster in the city where the concern does its business and thereupon no further

mail is delivered to the institution that comes under the ban of the Post-Office Department. Letters are returned to to writers bearing the word "Fraudulent" and in this way the advertiser thus discriminated against, is virtually driven out of the use of the mails.

The law was originally prepared because it was found that ordinary prosecution was insufficient in some cases. For instance, in the matter of the notorious Louisiana State Lottery, the attempts to stop its business by prosecuting its agents did not have any effect upon the business itself, because the company would put up bonds and fight the cases, appealing them from court to court, in the meantime, taking millions of dollars of the peoples' money. The news of the arrests of agents here and there virtually acted as advertisements for the company's business, therefore the officials of the Post-Office Department, under the leadership of General Tyner, planned another form of attack which resulted in the law, printed as follows, together with the amendment legislated through later as given:

Sec. 3894. R. S. No letter or circular concerning (illegal) lotteries, so-called gift concerts, or other similar enterprises, offering prizes, or concerning schemes devised and intended to deceive and defraud the public for the purpose of obtaining money under false pretenses, shall be carried in the mails. Any person who shall knowingly deposit or send anything to be conveyed by mail in violation of this section shall be punishable by a fine of not more than \$500.00 nor less than \$100.00 with costs of prosecution.

In many instances the foregoing law has proven to be of great public benefit. In some cases it has proven a dangerous and mischievous weapon in the hands of officials who were either spiteful or lacking proper judicial reasoning power, as, for instance, in dozens of cases during the Cleveland administration, when the assistant attorney general would cause the issuance of a fraud order without investigation, only to rescind it a few days later when explanations were made to him by the attorneys of the injured mail-order advertiser.

The principal fault with the operation of this law is, that it gives the Postmaster General authority to crush out the business of any man upon what seems to him to be reason-

able grounds that the management is being wrongly conducted. This would be all right, if every official of the Post-Office department was a Solomon, but it has happened in more than one instance that the officials have not acted upon such evidence as would secure a conviction of the alleged offending person in a court of law. As the matter stands now, a post-office inspector may visit an advertiser's establishment and if, for some reason, he happens to take a personal dislike to the advertiser, he may make a report in such a manner that he will lead his superiors to believe the business of the advertiser should be suppressed for the public good. Most inspectors are very fair in cases of this kind and make their reports without prejudice, fear or favor, yet the danger exists and unfortunately there has, up-to-date, been no satisfactory appeal, although most lawyers and several judges who have looked into the matter have expressed their opinion that the law is unconstitutional. It is the policy of the Post-Office Department, at present, to grant the privilege of a hearing, in some instances, before a fraud order is issued and this is more in the line of fairness. It may safely be asserted that if, through mistake or unreliable testimony, the business of any honest mail-order advertiser is stopped by the application of the fraud-order law, the entire law may be wiped off the statute books as unconstitutional, if the advertiser sees fit to carry his case through to the United States Supreme Court.

I do not, however, favor the repeal of this law. It would tend to open the door for the same gigantic swindling enterprises that existed before its enactment. My remedy would be in creating an amendment whereby no fraud order should be issued until a person had been either legally convicted in court or a special hearing had been held at which the accused person could be present and cross-examine the government's witnesses, at the same time giving such testimony as he could furnish in support of his own claim of innocence. In event of a hearing, the testimony should be taken for both sides and passed upon by the assistant attorney general, or some other qualified judge. In the meantime, the law stands as already quoted and mail-order advertisers should keep it in mind.

The safest way to avoid any conflict with this statute is to conduct one's business as honestly as possible. The advertiser who follows the golden rule of dealing with others as he would like to be dealt with, is not liable to be bothered by any enforcement of the extraordinary privilege given to the Postmaster General. In its intent, the fraud-order section (No. 3894, U. S. Revised Statutes) is to protect the public by stopping dishonest persons from using the mails for the furtherance of their business. At the same time, the operation of this law proves beneficial to legitimate advertisers in the same sense that the retail clothing merchant is benefited by the driving away from town of travelling swindlers who foist shoddy clothing upon the public under pretense of "great fire sale," "bankrupt stock" and so forth.

In the case of *Hoover vs. McChesney*, 81st *Federal Reporter*, 472, and in the case of *Fairfield Floral Co. vs. Bradbury*, 87th *Federal Reporter*, 415, the law authorizing fraud orders has recently been declared unconstitutional. Neither of these decisions was by the United States Supreme Court, however, and until that body passes upon the question, it will not be definitely settled.

FRAUDULENT USE OF THE MAILS.

The section under which most prosecutions are made for fraudulent use of the mails is No. 5480 of the Revised Statutes of the United States and although it has been slightly amended since its enactment, it remains practically as follows:

Sec. 5480. R. S. If any person having devised or intending to devise any scheme or artifice to defraud or to be effected by either opening or intending to open correspondence or communication with any person, whether resident within or outside of the United States, by means of the post office establishment of the United States, by inciting such other persons to open communication with a person so devising or intending, shall in and for executing such a scheme or artifice or attempting so to do place any letter or packet in any post office of the United States, or take or receive any therefrom, such person so using the post office establishment shall be punishable by a fine of not more than \$500.00 or by imprisonment of not more than 18 months or by both such punishments. The indictment, information or complaint may sever-

ally charge offenses to the number of three when committed within the same six calendar months but the court thereupon shall give a single sentence and shall proportion the punishment especially to the degree in which the abuse of the post office establishment enters as an instrument into such fraudulent scheme and devise.

This law, in a nutshell, is that anyone who makes use of the Post-Office Department for the purpose of carrying out a fraudulent scheme or device shall be guilty of a crime and liable to fine or imprisonment or both. Under this statute, three separate offences committed in the same six calendar months may be joined in one indictment and when joined there is to be a single sentence for all. This does not prevent a large number of indictments, if the accused person has sent a large number of communications through the mail, as every letter put into the post-office constitutes a separate and distinct violation of the act.

In the case of the United States vs. Martin, 28th *Federal Reporter*, 812, the judge said: "But the provision of the Statute to the effect that the indictment for sending or receiving letters through the mail with the intent to defraud may severally charge offences to the number of three when committed within the same six calendar months, does not confine the government to the prosecution of three several acts alone. Were such a construction of this section to be maintained, a man might, within six calendar months, deposit in the mail or receive from the mail thousands of letters in furtherance of a fraudulent scheme, and yet the government must condone all but three of these unlawful acts."

To make out an offence under the law, three matters of fact must be charged in the indictment and established by the proof: 1st. That a scheme or artifice intended to defraud has been devised by the defendant. 2nd. That such scheme or artifice was to be effected by correspondence with another person by means of the post-office establishment of the United States, or by inciting some other person to open communication with the defendant. It need not be shown that the use of the post-office was the sole means of effecting the fraud, but it must appear that the post-office was used as one of the instruments to that end. 3rd. That

for the purpose of executing such scheme or artifice or attempting so to do, the defendant has placed a letter or packet in any post-office in the United States, or has taken or received a letter or packet therefrom. To make out a case under Section 5480, United States Revised Statutes, it is not necessary that the defendant shall be the inventor or originator of the scheme to defraud, for such scheme may be as old as falsehood itself.

A man who receives money under fraudulent pretext and sends goods by express does not evade the law as some suppose, neither does it dodge the force of the statute by ordering goods to be sent to him by express or freight, provided his order travels by mail.

In the case of the United States vs. Flemming, 18 *Federal Reporter*, 907, it was decided that a clerk who assists in the fraudulent practices of his employer is as much a party to the fraud as the employer himself, therefore it behooves persons hired in connection with a mail-order business to be fairly assured that their labors in such business are not in violation of the law.

If two or more persons are engaged in a fraudulent mail-order enterprise, they may be tried for conspiracy against the government. The following information regarding the case of the United States vs. Ried, 42nd *Federal Reporter*, 134, is worthy of the special attention of mediums, astrologers, clairvoyants, hypnotists and other specialists who advertise.

As the principal part of an advertising scheme, one Ried sent through the mail circular letters of which the following was a sample: "Dr. W. E. Ried, the Spirit Post Master, or how to obtain a sealed letter from your spirit friends. In the first place take a few moment's time to understand fully what a sealed letter consists of. If you are troubled about financial matters, sickness of any description or family troubles, or are undecided what to do about any special matter, think your matter over carefully and then follow the directions given below implicitly, and your letter will receive prompt attention. First: Write the full name or names of your spirit friends on slips of paper. Second: Address them by terms of relation or friendship. Third: Ask your

questions. Fourth: Sign your own name in full. When this is done, place your questions in an ordinary envelope and seal it, write a few lines on another sheet of paper, giving instructions to whom the replies should be sent, and place your sealed letter and note of instructions in a larger one and address Dr. W. E. Ried, 28 Canal Street, Grand Rapids. Personal, in one corner. Dr. Ried has answered several thousand letters during the past two years and has been uniformly successful. Of course, there are cases where nothing can be obtained and invariably the money will be refunded if no answers can be given. Fee for answering sealed letter, \$1.00 if above directions are followed and six cents extra for postage. If sewed in any manner, \$5.00; if sealed with wax, \$5.00."

Dr. Ried, having been indicted and placed on trial, the government was permitted to show statements and admissions made by him that the business was fraudulent. The defendant was not permitted to show that in particular instances he had answered the questions satisfactorily, nor that the answers were of such a character that he could not have answered them except by special power. The defendant asked the privilege of giving an exhibition of his power in open court. This was denied him. In addition to the rulings above indicated the Court held, 1st, that the belief of the defendant as to his capacity or power to get answers to questions contained in sealed letters from the spirits of the departed, is one of the questions bearing upon the intent to defraud. 2nd. A man may believe what he will, and the right of association for the promulgation of his belief is complete, but he will not be allowed to carry his belief into conduct which is injurious to the public and contrary to law. This is the difference between belief and action, between opinion and conduct in practical matters. 3rd. Upon the question, whether there is an intent to defraud, the rule is this. If the scheme be adapted in its plan to work a fraud upon others, and the defendant knew that a material representation therein contained, and calculated to deceive, was not true, or if he did not believe that it was true, then the intent to defraud is made out. 4th. No man has a right to embark in a business, and insist that the legality of it shall

be tested by principles beyond the understanding of others, and not by the apprehension of the courts and juries of the country. If, when tried and tested by common human understanding, the purpose is found mischievous and unlawful, the jury are not to disregard their own convictions by reason of a cloud of mystery which they cannot penetrate.

In a case reported 45th *Federal Reporter*, 41, there was held to be a violation of the statute in question, where a man represented himself to be president of the Union Publishing Company, and that the company was a manufacturer and publisher of standard subscription books and Bibles, for the sale of which it wished to employ agents, and in consideration thereof, prospective agents must deposit with, or advance to the company, the sum of twenty-five dollars for an outfit, but with no intention of filling orders taken by such agents and intending only to secure such deposits and sell such outfits. The mere fact, however, that the defendant carried on business under the fictitious name of Union Publishing Company was held not of itself to be fraudulent nor in violation of the law. This ruling will apply to work-at-home schemes, where the business of the promoter is that of selling outfits without intending to supply work for purchasers of such.

A remarkable decision in the case of the United States vs. Staples 45th *Federal Reporter*, 195, is that the practice of exaggerating the value of goods offered by advertisement for sale is no violation of law, if restricted within reasonable bounds and not done with fraudulent intent. Just what force this decision has, however, is a matter for consideration. How, for instance, can an advertiser knowingly exaggerate statements regarding the values of goods unless for the purpose of deceiving and is not deceit the same as fraud?

It has been decided in the United States District Court that one who, through the mails, induces a publisher to insert an advertisement in his paper on a promise to pay bills therefor when rendered, if he has no intention of so doing, is guilty of using the mails for the purpose of fraud.

Under Section 5480, it has been decided, as per 66th *Federal Reporter*, 740, that the offence is complete even if the scheme fails in its operation to actually defraud anyone,

so where a person, having devised a scheme or artifice to defraud, in the execution of such scheme or artifice and as a necessary or convenient step therein, transmitted through the mail a letter, used or designed to be used to carry that scheme into effect, it is immaterial that such use of the mails did not result as intended and was not likely to so result, or that it was only one step in a series of acts intended to accomplish the fraudulent purpose, and a conviction may be had the same as though the effort to defraud had been successful.

According to a decision in the case of *United States vs. Smith*, 45th *Federal Reporter* 561, a mere unexecuted scheme, no attempt having been made to carry it into execution is not sufficient to warrant an indictment. The sense of the last mentioned decisions is, that if a man puts up a job to rob the public by means of a fraudulent advertising scheme, he is guilty, even if he does not swindle anybody. For instance, he may undertake to sell shares of stock in a bogus mining company and is just as liable if no sale is effected, as if somebody had been swindled by remitting money to him. However, if a man devises a scheme to defraud and writes it out on paper, he can carry it around in his inside coat pocket as long as he pleases without fear of legal trouble, provided he does not make any attempt to transact business by mail under the scheme.

To warrant a conviction for a violation of this statute, it must be shown that a scheme is designed to bring gain to the accused. One Beach, wrote to another person that if he would go to Salt Lake City, he could have employment as a nurse for one Perkins. This letter was transmitted through the mail, whereupon the person addressed went to Salt Lake City at considerable expense to himself. As a matter of fact there was no such person to be found as was described in the letter, and the journey resulted in considerable loss to the person who received the letter. There was, however, no gain to Beach who devised the scheme and mailed the letter. Beach, being indicted in Court, ruled that the prosecutions under this statute must be limited to those schemes and artifices that are gainful to the wrongdoer. This latter case is reported 71st *Federal Reporter*, 160.

LOTTERIES.

The universe is pervaded by the instinct for gambling. It affects all classes and all ages. If a person tells you that he does not take any interest in gambling under some form or other, it is because he is trying to smother his own inclinations. Lotteries are referred to in the Old Testament and will probably be identified with the millennium.

In this country, our legislators, appreciating the great harm done by common lottery enterprises, have undertaken to make laws to suppress them and officials have spasmodically tried to enforce such legislation with more or less success. Some years ago, it was decided to wage active warfare upon lottery enterprises that were operated largely through the medium of the Post-Office Department. To the credit of the postal officials, it may be said that in one way and another, lottery traffic through the mails has been reduced to a minimum. The greatest victory was in the suppressing of the notorious Louisiana State Lottery; for this, Judge Tyner was largely responsible and millions of dollars usually devoted to the purchase of numbered tickets have been diverted to other channels.

Realizing the public demand, ingenious advertisers frequently devise ways and means with which they hope to cater to the gambling instinct, yet avoid the postal laws. Hundreds of cases have come up for legal action and to undertake to cite them would be impracticable in this volume. Therefore, I will give a few points as to what are and what are not lotteries in the eyes of those who pass judgment upon such matters.

In every lottery, there must be a prize of some kind; there must also be a chance and furthermore there must be a consideration. If anyone of these elements is lacking, then no lottery exists. Scheming advertisers try to find ways to establish lotteries without combining the necessary elements. Rarely they succeed, although it is nominally done in some instances; their schemes being so carefully drawn that they cannot be successfully prosecuted under the laws pertaining to such ventures.

Some years ago, the publishers of a newspaper printed a coupon in each paper and every coupon bore a different number. It was then announced that a prize of a thousand dollars would be delivered to the person who held the coupon corresponding to a number that should be selected and published upon a certain date by the proprietors of the newspaper. The inventor of this scheme figured that there was no violation of the lottery statutes, because no consideration was to be paid, the price of the newspaper being two cents per copy and the coupon being given free therewith. This was one of the cleverest attempted evasions of the lottery laws ever planned, but was suppressed by the Assistant Attorney General of the Post-Office Department, who, after careful consideration, decided that notwithstanding the fact that there was no increase in the price of the newspaper and that the numbered coupon entitling the holder to a chance in the drawing was nominally free, there was nevertheless a consideration involved, even though small. According to the reasoning of the official, the act of clipping the coupon from the newspaper and of preserving it until the time of drawing, constituted a consideration. The official also pointed out that it had been shown by investigation that many people bought this paper who had not hitherto purchased it and he argued that the publishers themselves were claiming to be increasing their circulation through the numbered coupon and prize idea. "If," said the official to the newspaper proprietors, "you don't expect the people to buy your paper, partly because of this coupon affair, why do you print the coupon?"

Numerous others have offered prizes to be distributed on some lottery plan among those who purchase certain goods, it being claimed by the promoters of such schemes that as the persons paid regular prices for the articles, the prize drawing feature was not paid for by the buyer, therefore one of the elements necessary to constitute a lottery was absent. Such cases are similar to those of the newspaper coupon system mentioned above.

Suppose two merchants offer to send a certain article for a certain price. One of them mentions that he will write the name of every purchaser upon a slip and on a certain

date will select one of these slips by lot and pay a hundred dollars to the person whose name is thus selected. Naturally of the two merchants, he who makes this prize offer will receive the larger number of orders and if purchasers are asked why they decided to purchase the article from one advertiser instead of the other, they will say that it was because they hoped to win the prize. Therefore, according to legal ruling, a consideration exists even though the prize feature is advertised to be gratuitous. The Assistant Attorney General made a ruling in 1890 that a concern, which advertised to pay a large sum of money to the customer who foretold nearest the number of votes given to a certain candidate in the forthcoming election, was not violating the anti-lottery statute, because while practically impossible to determine the result of the election, theoretically, such determination was possible by proper facilities.

It has been ruled that a person may legally advertise and pay a prize to the one who can best foretell what events will occur during a future year. The "jar of beans" proposition has puzzled the legal lights of the Post-Office Department for years. Now and then, an advertiser fills a bottle with beans or some other well-known small object and asks patrons to participate in the contest, whereby a prize will be paid to the person who determines nearest the exact contents of the bottle. Numerous decisions upon this scheme have been made both for and against. Judge Thomas, who filled the position of Assistant Attorney General to the Post-Office Department a few years ago, seemed to enjoy making decisions on this matter quite frequently. On one occasion, he gave out for publication a brief in which he declared that nobody could tell by sagacity or other legitimate method, the number of beans in a sealed jar. Later, the judge made another ruling in which he decided that a person, with proper "bean" knowledge, might determine the quantity in a jar, if the exact size of the receptacle was made known, likewise the size of each bean.

Schemes of the so-called endless chain or snowball system, where ten persons take orders from ten friends and each of the ten takes orders from ten others and so on, have been declared to be in violation of the anti-lottery statutes, as

have also so-called endowment bond systems, where members receive sums such as a hundred dollars, for instance, according to the numerical order in which they join.

It is not a lottery, according to existing rulings, for an advertiser to say that he will divide one hundred dollars among those who solve a certain puzzle. Neither is it a lottery where a sum of money is divided among the persons making the largest number of words out of any given word.

It was formerly the practice of the Post-Office Department to give opinions to advertisers upon request as to whether or not advertisements submitted were violations of the anti-lottery law. Of late, however, this practice has been discontinued and a person who wants information as to whether his advertising proposition is considered a lottery can perhaps obtain the opinion of the Post-Office Department officials by having his local postmaster make application for a ruling as to whether circulars or advertisements of such schemes are mailable. The officials of the Department will no longer put themselves on record by sending written decisions direct to advertisers. Lawyers who make a specialty of mail-order matters are usually well posted upon lottery law and can tell whether or not an advertisement would probably be declared illegal after being promulgated.

Publishers of periodicals are strictly prohibited from printing announcements which are deemed to be lotteries and apart from the danger of prosecution, whole editions of their journals are liable to be refused transportation through the mails. Sometimes the lines are drawn so closely that publishers begin to feel that they are taking risks in printing marriage notices, since the essayists have declared that marriage is a lottery.

INDEXING SYSTEMS.

The recording of transactions and handling of names of prospective customers is one of the most important features in a mail-order enterprise. Just how to operate this part of the business in the most economical yet serviceable manner is a problem that confronts every advertiser. It is said that

there are as many systems of bookkeeping as there are bookkeepers and it may also be said that there are almost as many indexing systems as there are systematizers. It is not within the province of this volume to act as an encyclopædia of all the methods that are in use, but the writer will undertake to explain a few that are believed to be the best when considered from all essential points of view.

It is hardly necessary to argue upon the desirability of having a system of some kind. The dealer who does not keep a record as to his dealings with each patron is not properly conducting his business. I say this unqualifiedly from the knowledge gained by extensive experience and observation. Many mail-order concerns either have a lack of system or too much of it—one error is quite as bad as the other.

Let me cite a few things that your system should enable you to determine quickly and accurately. You should be able to ascertain whether or not you have done business with any certain person and if so, to what extent and on what dates, with other details of transactions. You should be able to produce his orders at a moment's notice. Obviously, if you can tell the foregoing, you can redirect a letter or parcel that is returned as undeliverable because of error in addressing; also you can cancel from your list the name of any person who has moved away without leaving address, whether he has emigrated to Heaven, jail or the Philippines. These things should be possible by every recording system. Beyond these primary features, the arrangement must be adjusted to meet the wants of the particular business in which it is employed, as, for example, some concerns classify their patrons geographically and others by sex.

On every communication of more importance than a simple inquiry, there should appear the date upon which the letter was answered or order filled. Most concerns make it a rule to have the date of receipt indicated upon each letter and if an enclosure was received that is also indicated upon the patron's letter. Another thing that most experienced dealers require is that the person who fills the order

or otherwise answers the letter, sign initials or an agreed mark, so that if goods are wrongly sent, the responsibility may be placed.

Some dealers keep letters in original envelopes. This is an unwise plan which partakes of the methods that were probably in vogue at the time Washington crossed the Delaware. It is hardly necessary to keep the envelope unless there is a doubt as to the address, but if it should be the proprietor's idea to keep containers of communications, then let the mail opener be instructed to attach the envelope to the opposite side of the letter from that which has the address written on. This latter idea is not bad, as it serves to show the dates when the letter was posted and received. Where amounts of money are marked upon the order, a colored pencil is generally used. If the enclosure be more or less than required, the marks + or — should be prefixed. Some mail openers use the word "*only*" instead of the minus mark to emphasize the fact that there is a shortage and also specify the character of the remittance. Right here, it may be mentioned that the mail opener, apart from being an honest person, should be a careful one. Carelessness in the mail opening room generally causes considerable annoyance in other departments of the business.

The old-fashioned method of keeping a record of names is by the book system, the surnames being inserted alphabetically, *Jones* coming before *Kendrick* and so on. With the more extensive correspondence, that kept apace with the growth of the postal system, the classification of names was brought to include the first three or four letters. For instance, *Ackerman* coming before *Adams*, *Harrison* coming before *Holmes* and *Harmon* coming before *Harrison*. This system of classifying could not be arranged according to the ordinary old indexed record books of the A, B, C order and the need of something allowing more detail was met by the production of books in which each letter of the alphabet was separated into several indices, such as *Aa-Ae*, *Ae-Ar*, *Ar-Az* and so on. Books arranged in this manner can now be ordered from the stationery trade and are quite convenient for carrying names of present or prospective patrons,

or both. If dates are entered in the books showing when transactions occur, the letters may be tied in bundles under similar dates, or they may be filed alphabetically in a cabinet of large pigeon holes. If the business entails the recording of twenty-five thousand or more names annually, it will be found feasible to make a classification by states or districts. Some concerns use thirty to forty books enabling them to cover the United States and Canada in a comparatively simple manner.

What is generally considered as an improvement upon the book recording system is the library system of indexing by cards. These systems are largely sold and some of them are covered by several patents. In most instances, however, the protected rights are in the construction of the cabinet which holds the cards. The library system in itself cannot be protected by patents. I will describe a very simple and economical plan of preparing and handling a library system, which any merchant can put into operation at short notice.

Order cards three by four inches of plain bristol board, about the same quality as you would use for a business card. Order either strong leather-board or wood boxes four inches wide by three inches deep, interior, and as long as will be required for five hundred cards. Twelve inches will probably be found the right length, but this can be determined accurately by experimenting. Allow an inch of space at one end of the boxes when five hundred cards are closely inserted. These boxes may be either kept on shelves or inserted as drawers in a cabinet. Substantial pasteboard or leather-board will cost much less than the quality of wooden drawers that would be required, as the latter, if not made of hard, well-seasoned wood, carefully joined, are liable to warp and cause annoyance.

Having arranged for say ten thousand cards with twenty boxes, next either employ a printer to number them consecutively in the upper right hand corner, or have this done in your establishment. Printer's work looks better, however, and costs but little. You now have cards numbered from 1 to 10,000. Take the letters of inquiry that you receive in to-day's mail; suppose there are fifty of such, and instead

of writing the names and addresses in a record book, write each on a card, after the fashion indicated on the following diagram:

49	<i>Shields, Samuel E.</i> <i>29 White St.,</i> <i>Streator, Ill.</i>
-----------	--

When you do this, put a corresponding number upon the top of the letter. Below the address on the card, you can put date or any other marks you see fit to indicate that catalogue has been sent; also, if desired, the name or key number of the publication from which the reply was received. The fifty cards should then be arranged alphabetically down to the third letter in the name (this is on basis of ten thousand names) and put in one of the boxes and the letters should be arranged numerically. Next day, if you have sixty letters of inquiry, start with card No. 51, write address and so forth thereon down to No. 110, at same time numbering your letters. "Work in" the sixty fresh cards with those of yesterday on the alphabetical arrangement and the sixty fresh letters should be added, in numerical order, to those of yesterday. Keep the letters in pigeon holes or upon shelves.

If each day's mail is taken care of promptly upon this plan, allowing the cards to "grow" from one box to another and permitting the numbered letters to pile up in quantities of five hundred, the records of any person's name should be found quickly, together with his letter of inquiry. When an order comes in from Samuel G. Shields (after it has been filled), your clerk turns to the library system, partly removes the Shields card and makes an appropriate entry thereon, at the same time noting number 49, which is to be placed at the top of the order. This clerk next goes to the cabinet or shelf and finds original inquiry, numbered 49, to which he attaches the order with pin, clasp or mucilage.

If a complaint arrives later on from Shields, saying that goods have not reached him, it will be a simple matter to refer to his card and note the data thereon. For further information, the communications fastened together, filed as 49, can be examined and by means of card and documents, an explanation may be written to Shields that his order was filled by ordinary mail on a certain date. If by registered mail, the post-office receipt should be attached with the other documents, so that a tracer can be sent through the Post-Office Department. A carbon copy of any consequential letter that may be sent to Shields should be attached to the papers. In fact the whole record of every transaction with this party should be kept in an accessible manner under the system here described.

If a catalogue or letter sent to Shields is returned as undeliverable because addressed to Streator, Mo., the card will enable your clerk to correct the mistake. If you want to send a special circular, making additional offers to those who, having received your catalogue, have not yet become purchasers, you can easily do this by copying names from such cards as do not bear marks indicating that orders have been received.

I have mentioned but a few of the many ways in which the card system is valuable. Under some card schemes, alphabetical indicators are used, these being cards that are a little higher than the ordinary ones and upon which are printed letters of the alphabet to show division. These indi-

cators are inserted in appropriate positions and are a convenience, although not necessary, as a clerk who is accustomed to working upon the system will become well acquainted with the arrangement thereof and he, or she, can quickly find any name.

Orders will occasionally come in from persons who appear to have received your catalogue without sending for same, therefore who are not listed by you. This may be on account of other patrons having given them information and new cards can be prepared for such instances.

A feature in which the card system excels any book recording arrangement is that names may be eliminated from your list without trouble. This is particularly desirable in a subscription list, where it is desired to remove a person's name when the term, for which payment was advanced, has expired. Some of the card systems on the market are arranged in drawers, each card being punctured at the bottom and a rod is pushed through each card, thereby fastening the contents into the drawer. To remove a card, secured in this manner, it will be necessary to pull out the brass rod. The alleged reason for this plan is to prevent cards from being lost. I never could see any sense in such an argument. It is well enough to exercise due caution in taking care of one's property, but why a person should pay several dollars extra for a lot of these rods to start with, then go to an expense of several dollars yearly in the time required to manipulate them with no further object than preventing a card from being lost, is more than I can understand. If an advertiser were to exercise caution to this extremity throughout his establishment, he would be required to spend most of his money and time on padlocks. Of course, in a public library, where many people have access to a cabinet of cards, the brass rod idea is practicable.

Another method of handling inquiries, orders and so forth on an extensive scale at comparatively slight expense is as follows:

Have perforated doubly numbered slips printed similar to the diagram printed below, the back of the counterfoil being gummed, slips to be automatically numbered consecutively:

YOUR PRIVATE NUMBER IS

2647

Whenever you send us an order or write to us upon any subject, mention this number at the top of your letter or order. It will enable us to keep your correspondence properly filed. Please do not forget this.

ROBINSON, SMITH & CO.

2647

Slips printed and gummed as directed above will cost but a small price per thousand in quantities. As fast as each "first" letter comes in, attach the gummed counterfoil, allowing the main ticket to hang loosely. In sending catalogue, circular or other article in response to the first letter from a person, the clerk in your establishment who addresses it, pulls off the main part of the ticket and pushes it into the piece of mail matter. The letters are kept according to consecutive numbers. When further communications follow from patrons, their numbers will probably be written at the top of letters or order sheets and by means thereof the "second" letters may be attached to the "first" and so on. If a patron forgets to put his number at the top of his communication, or if somebody purchases through the recommendation of another and who therefore has no private number, his letter may be laid in a rack with others of similar kind alphabetically. A variation of this system will be in having numbered tickets, without counterfoils, placed in catalogues or packages in advance and a duplicate of the number written on the outside of wrapper, so that the person who writes the address may copy the number on the letter. This system is much cheaper to handle than the book or card arrangement, because the expense of recording and classifying is avoided. This means a saving of over a dollar per thousand.

One advertiser told me that since he changed from the book recording system to the numbering arrangement that I am now describing, he has saved over two dollars per thousand names, while considerable less room is occupied in handling the filing scheme. This last named method has certain drawbacks as compared to the two previously described plans, yet in a large business of small transactions, this usually proves fairly satisfactory.

The success of a system depends much upon the clerks employed to take care of it. They should be the pick of your establishment. A plain rapid writer with the ability of quick perception and cleverness is the one you need. It is usually economy to employ a person of experience in such work.

Post-office officials, when investigating complaints, look with suspicion upon the advertiser who does not keep a fairly reliable recording system in operation. You would feel the same, if you were an inspector, as one of the first thoughts that would enter your mind, if told by a mail-order dealer that he could give you no definite information about any certain order, would be that if this person is conducting an honest enterprise, why doesn't he do it in a businesslike manner.

In *Poor Richard's Almanac* for 1757, Benjamin Franklin said, "A little neglect may breed mischief. For want of a nail a shoe was lost, for want of a shoe a horse was lost, for want of a horse a rider was lost." It may seem like a strong remark when I say that in more than one instance has a mail-order business been lost by neglect of keeping proper records of transactions, but such is the case. The fact that a dealer makes a rule of duplicating orders or operation is by no means evidence of wrongful intent, but when the Post-Office Department receives complaint after complaint, to which the answer is always made "Don't know, as we don't keep any records," there is a probability that after awhile, a prejudice will be formed in the minds of officials, which will bode no good for the advertiser. The fact that a dealer makes a rule of duplicating orders or otherwise satisfying complainants cannot be given much weight. Some advertisers who start in to deliberately rob the public make it a point to satisfy complainants and reckon

upon making enough money out of those who do not complain about not having received their goods. The history of several such operations is not forgotten by inspectors, who as a rule are but slightly influenced in a favorable manner toward the advertiser whom they believe merely adjusts complaints when they come through an official channel.

MAIL-ORDER JOURNALS.

Out of the twenty-five thousand or so periodicals issued in the United States and Canada, there are about five hundred in which the experienced mail-order dealer can advertise with profit. Some concerns use thousands of journals regularly and receive satisfactory returns, but such wholesale buying of publicity can hardly be recommended in a volume of this kind. I shall not undertake to make a schedule of publications that are usually found profitable, because if I undertook to go into this subject to that extent, I would also be required to tell the conditions under which each publication would probably be found remunerative. Then, too, let it not be understood that I pretend to know all these details. Even the advertising specialists employed by well-known agencies and who handle nothing but mail-order advertising from morning until night and from one year's end to the other, still find there is something new to learn each day. Then again, some papers that are profitable to advertise in to-day, may not have the same standing a year hence, on account of change in circulation or space rate.

There is a class of so-called mail-order mediums. These are published monthly and are all gotten up on pretty nearly similar lines. They are cheaply printed on inexpensive paper and the literary matter in them is usually light fiction, interesting sketches, household column, "little folk's corner," "chats with correspondents," puzzles, agricultural hints and so forth. This kind of literature is attractive to people of the middle class, and find particular favor among those living in the small towns, farming and mining districts, as well as a portion of the city dwellers, such as mechanics' and other workers' families. These publications are circulated through the mails and their mailing lists are obtained to a

great extent either directly or indirectly from advertising. I can best explain by giving a nutshell history of one of these journals.

A man with long experience as a mail-order advertising solicitor formed silent partnership with a moneyed man, who invested about twenty thousand dollars. A pleasing name was selected and the publication gotten out which contained several chapters of a serial story with a number of short stories, brief sketches, witticisms and other consistent matter. An advertisement was inserted in several extensively circulated journals, offering a subscription to the new monthly with a premium of a popular book for twenty-five cents. Meanwhile, the active partner went to a well-known advertiser who offers specialties and contracted for the use of all the letters that he had received during the previous twelve months, thereby securing something like sixty thousand names. To which addresses, obtained in this manner, sample copies were mailed, as allowed by postal regulations, and in the advertising columns of the publication was a special offer whereby persons were invited to subscribe at twenty-five cents a year which sum would also include a book or some other article. The advertising in other papers had begun to bring subscriptions and to these were added those which came in as a result of the mailing of the sample copies. A subscription list of about twenty thousand was accumulated by these methods within a few weeks, so that the second number of the publication went to a certain number of subscribers and as the tactics of mailing sample copies to other names purchased from another concern and also a repetition of the offers published in other journals were continued, the circulation of the new periodical started off very nicely and it is in about the same manner as this that numerous others have been established and those now in the field are published from month to month on similar lines.

Before the sheet in question had obtained a subscription and advertising patronage, sufficient to put it on a paying basis, the silent partner's twenty thousand dollars had gone into good will and I may mention right here that anyone who thinks it will be a good thing to establish one of the so-called mail-order papers will do well to have a sum of

not less than ten thousand dollars in the bank with such resources as will enable him to obtain by loan or otherwise ten thousand to twenty thousand dollars more, for this amount will not be sufficient unless the publisher knows his business well.

However, my reason for mentioning the above is for the purpose of showing how the mailing lists of such journals are constituted. Very few of their subscriptions are obtained by canvassing agents and there are no news agents' sales. The people who receive these papers have either subscribed for them by remitting money through the mails or their addresses have been obtained from mail-order firms with whom they have done business. It is obvious that the readers of these papers are all persons who are more or less accustomed to doing business by mail and this is a class by itself, sort of wheel within wheel of our population.

A thousand copies of a publication mailed to persons who are used to dealing by post, will yield a far greater percentage of inquiries or orders to the mail-order advertiser who uses them than if his announcement appeared in a thousand copies of a journal circulated through newsdealers' sales, for the reason that of the latter set of readers only a small number will prove to be mail buyers.

I have said that those journals known to advertisers as mail-order mediums are cheaply produced. The contents of one of them would hardly appeal to a banker, lawyer or railroad president, as a provider of literature and I have often seen an extensive advertiser, who had no experience in the mail trade, look upon one of these publications with disgust. Fortunately, however, these monthly messengers bearing literary tidings are not dependent upon the banker, lawyer or business man for their subscription patronage. They go, as before stated, to the families of farmers, mechanics and others whose earnings are not sufficient to enable them to live like lords, but who nevertheless exist in their own homely way. These people eat and wear clothes. They have ailments requiring medicines, use soap, enjoy amusements, carry watches, also have numerous other habits and necessities. They are open to propositions to supply them with the commodities they require. What's better, they

buy. The dealer who wants to sell baking powder disposes of more of it through an advertisement in one of these mediums than by a similar announcement in a high-class magazine, circulation being equal.

The banker hires a housekeeper and she, among other duties, sees that his abode is kept clean. As a detail of this duty, she requires a cleaning compound. Mr. and Mrs. Banker glance through the latest issue of the *Century*, while waiting for the carriage to convey them on a drive. Downstairs, the housekeeper has been interesting herself in a love story in the latest issue of Vickery's *Fire-side Visitor*. Now, if it is desired to impress the advisability of using Sapolio in that household, which is the periodical to do it in? The answer is easy.

Next time you happen to be in the country, in some village where you can talk with the postmaster, ask him how many expensively produced magazines are delivered through his office and how many of the cheaply printed literary publications are distributed there. He will tell you the ratio is greatly in favor of the latter. Setting theories or arguments aside, it is a fact that the so-called mail-order mediums average to yield the most profitable results to advertisers who desire to sell goods to the common people of the country districts. I will admit that these publications contain too much advertising of a questionable character, not illegal, but "faky." The word "Free" is utilized too much, for instance, but what's the use of complaining? The people know that the word "Free" isn't of any more consequence than the words "Notice," "Hurrah," "See Here" or "Read This." Most advertisers in these publications give full money's worth and do pretty nearly as they promise. On one hand, they know that the law requires them to, and on the other hand, they understand that they must treat their patrons well in order to bring future trade.

To show the diversity of advertising, I mention some of the things advertised in one issue of one of these mail-order journals picked at random from a pile of them lying beside my desk:

- Cigars.
- Complexiou cream.
- Rings.
- Revolvers.
- Lamp wicks.
- Wool suits.
- Cameras.
- Inebators.
- Medical books.
- Shirt waists.
- Embroidery needles.
- Skirts.
- Silverware sets.
- Circular distributing.
- Silk ties.
- Household specialties.
- Steam engines.
- Typewriters.
- Watch charms.
- Hat pins.
- Studs.
- Bulbs.
- Rheumatism cure.
- Ink powders.
- Musical instruments.
- Nervous debility cures.
- Desks.
- Female remedies.
- Initial pins.
- Shoes.
- Eye washes.
- Whiskey recipes.
- Envelopes.
- Accordeons.
- Handkerchiefs.
- Rifles.
- Bicycles.
- Scarf pins.
- Watches.
- Flower seeds.
- Silk remnants.
- Book of war stories.
- Magnetic treatments.
- Dinner sets.
- Teaspoons.
- Brooches.
- Felt insoles.
- Blank books.
- Eczema cure.
- Sugar.
- Boys' suits.
- Banjoes.
- Telephones.
- Cornets.
- Mackintoshes.
- Pocket knives.
- Insurance.
- Bracelets.
- Silk dresses.
- Coin and stamp value books.
- Embroidery machines.
- Asthma remedies.
- Ladies' suitings.
- Sachet powders.
- Hair dyes.
- Cancelled postage stamps.
- Month organs.
- Bar soap.
- Ammonia.
- Sewing machines.
- Razors.
- Printing presses.
- Song books.
- Stamping outfits.
- Electric belts.
- Bust developer.
- Corsets.
- Complexion wafers.
- Hair growers.
- Astrological readings.
- Matches.
- Pile tablets.
- Penmanship instruction.
- Hair oils.
- Pipes.
- Rupture cures.
- Visiting cards.
- Ginghams.
- Chemical apparatus.
- Medical advice.
- Stamped satins.
- Razor compounds.
- Coffee.
- Phonographs.
- Digestion tablets.
- Brass band instruments.
- Perfumes.
- Cipher codes.
- Soothing syrups.
- Shirt bosoms.
- Whistles.
- Musical learner's charts.
- Rubber capes.
- Harnesses.
- Family records.
- Heart remedies.
- Hair switches.
- Hypnotism.
- Nightrobes.
- Colored pictures.
- Calicoes.
- Spectacles.
- Silk ribbons.
- Consumption remedies.
- Sheet music.
- Monthly publications.
- Poultry books.
- Ladies' jackets.
- Catarrah cures.
- Bromo-quinine tablet.
- Sign painting outfits.
- Fire kindlers.
- Picture cards.
- Cures for fits.
- Washing machines.
- Obesity remedies.
- Buttons.
- Teas.
- Suppositories.
- Bath cabinets.

Safes.
 Toilet soap.
 Clairvoyancy.
 Surveyors' instruments.
 Oatmeal.
 Agents' directory.
 Soldering outfits.
 Sofa cushions.
 Breath perfumes.
 Lace curtains.
 Ventriloquism.
 Knee pants.
 Confederate money.
 Blood remedies.
 Morphine habit cures.
 Wagons.
 Liver pills.
 Sofas.

Hair removers.
 Subscription books.
 Bangled jewelry.
 Liquor habit cures.
 Chimney cleaners.
 Whiskey.
 Sugar substitutes.
 Tacks.
 Shoe repairing outfits.
 Magic lanterns.
 Kidney remedies.
 Marriage papers.
 Egg beaters.
 Toys.
 Band uniforms.
 Baking pans.
 Lager beer recipes.

As already stated, this list was taken from one copy of a paper, it being one of a well-known list published in Maine. By scanning the pages of a few other such journals, the list might be considerably augmented, but a sufficient number of names of articles is given to show that periodicals of this class are popular vehicles for conveying advertising propositions to the people.

The tendency of these journals is toward large circulations, a publisher hardly feels that he has the right to be in the field, if after his first year the circulation of his periodical is less than a hundred thousand copies per issue and it may be anywhere between that figure and two million. As a rule, the concerns that publish these papers, are truth-tellers about their circulations. When they tell you that they print half a million copies per issue, you can safely treat their statement as trustworthy. There is no business where advertisers watch circulations so closely as in the mail-order line. Some of the experienced ones are walking barometers on circulations. They are so closely in touch with the advertising department of their business that they can tell the circulation of a periodical by the returns from an advertisement, even if no statement were given out by the publisher as to the number of copies printed. A dealer isn't in business long before he is able to tell pretty nearly how many replies he should receive from a hundred thousand circulation. If he pays for a million in a periodical or list, he expects ten times that which he knows is yielded on the average by papers of a hundred thousand. I believe that in

the relations between mail-order advertisers and mail-order papers, advertising is more nearly reduced to a science than in any other division of advertising. If the returns from a publication of the class described falls far below the average, the advertiser has reason to make inquiry. He will probably not be the only one to do this. No sensible publisher, who caters to this class of trade, would think of cutting down his circulation secretly, any more than a grocer would deliver a peck of potatoes, when he charged for a bushel. But because an advertisement brings satisfactory returns from one publication and fails to yield them from another is not evidence that the circulation of a periodical is below what is claimed for it. I have seen an advertisement placed in a number of mail-order papers, whose circulations I was sure of, and which practically covered the same class of addresses. The returns showed a remarkable variance. This was not because of any deception on the part of the publishers, but for the reason that the advertisement appealed to medicine buyers and it so happened that certain publications had been mailing sample copies to lists of medicine purchasers' names, while others had not. This is one of the chances that the mail-order advertiser must take upon himself. The dealer, who upon receiving returns from a publication which seem to him inadequate as compared to results received from other publications of similar character, should, if suspicious, request the publisher to prove the circulation that is claimed. If this is done, the advertiser has no reason to find fault, because the publisher has given the publicity agreed upon. If a mail-trader writes or says hard things against a publication without having first ascertained that the publisher cannot prove the circulation, that advertiser immediately stamps himself as an amateur. It is one of the sure signs, because when an experienced advertiser is dissatisfied with the returns from any publication, he undertakes to get satisfaction in a businesslike manner rather than by wasting his time in whining and showing his ignorance. Right here, let me give a little point of law:

The courts have decided in several states that unless the matter of circulation is particularly specified in an advertising order, the bill must be paid upon mere evidence that

the advertisement appeared and without the necessity of proof of circulation upon the part of the publisher, therefore no advertiser can legally refuse to pay his bill on alleged shortage of circulation unless that feature is made a part of the original contract. If advertisers could safely refuse to pay their bills for advertising in those big city papers of which each has "the largest circulation," publishers would soon talk in figures rather than generalities and there would be a nice reformation of the circulation business. However, I have never known a publisher of a mail-order journal to take advantage of this loophole in the law. On the other hand, I have known publishers to voluntarily rebate a percentage on advertising bills pro rata when, for some reason, their circulation fell below the quantity announced for their regular issue.

In buying space in mail-order publications, it will be found that the larger the circulation, the cheaper is the proportionate rate in most cases. Beginners usually make the mistake of trying to cover too large a list of mediums with their capital. They pay three, five or ten cents a line in a lot of little papers and think they are doing a wise thing, when they would do a great deal better by using one well-known paper or list of large circulation. Now, take notice, I don't mean to assert that there are not numerous good publications to advertise in at five cents, ten cents or other low rate per line, for there are quite a number of them, but, as before stated, the safest mail-order advertising investment is in the use of large circulations.

Advertising in mail-order mediums is usually figured in agate, therefore an inch advertisement, column width, on a basis of a dollar a line would cost fourteen dollars. Few of these papers, nowadays, sell space on other than what is termed a straight rate, no discount being given for less than a page of space or for any number of insertions. This straight rate system was originated in mail-order monthlies by the publishers of a well-known list at Waterville and since then it has come into general favor. Under such arrangement, a dealer has the privilege to begin and leave off advertising when he pleases, giving fair notice to the publisher, of course, so that the advertisement may be inserted

or removed from forms which are usually made up from three to six weeks ahead of the first day of the month of publication.

Names and addresses of publications which make a specialty of carrying mail-order dealers' advertisements together with rates, dates of going to press and other information can be ascertained by consulting the directories published by advertising agencies of which there are several good ones extant.

There is a growing disposition on the part of the mail-order trade to the popular habit of publishers of mail-order mediums in using considerable space for exploiting articles of merchandise described as premiums. This system is an old one and most publishers claim that if they omitted their premium announcements, they would be compelled to raise advertising rates. I believe this matter will adjust itself ere long and in the meantime, I will say that the fact that a publisher can print periodicals without occupying much of the space in them for premium offers is being demonstrated by two or three owners of mail-order mediums, who use no more space in their own publications for these advertisements than they are purchasing in other journals. In one notable instance, I am aware that this policy has brought much advertising to the list of mediums that is not obtained by publishers using large space for merchandise sold by themselves. A Western reformer argues that there is no reason why publishers should not conduct premium departments, if they circulate their offers in the form of catalogues, like regular advertisers, but the using of their own journals as catalogues is argued to be an abuse of the special mailing privileges given to the publishing fraternity.

Among the quasi-mail-order journals are several which obtain their circulation through various schemes. For example, a certain large corporation, engaged in the business of making paper dress patterns, manages by various devices offered at its agencies throughout the country, to obtain subscribers on seemingly very low terms to a monthly periodical which is ostensibly for the benefit of womankind and no doubt it is, but the fact remains that this is a huge monthly catalogue of patterns and other articles sold by the

concern, sent out under disguise as a magazine. The abuse of second-class postal rates is apparent to any thinking person, but that this publication is a good mail-order advertising medium is well known, thereby somewhat upsetting the argument that when a publisher uses considerable space to advertise his own goods, the medium is not a profitable one for other advertisers to use.

ADVERTISING IN DAILY NEWSPAPERS.

Mail-order advertising in daily newspapers has always been quite a problem. Until five years ago, very few advertisers found they could afford the cost of getting mail customers from announcements in the daily press. Of late years, however, some seem to have found a successful way to do so in certain journals. These, as a rule, have been the medical advertisers. I will not be so radical as to say that the general mail-order advertiser cannot make daily papers pay him, but I would suggest that this class of mediums be considered only when he has accumulated a fund from his profits with which he is willing to do experimenting.

When I speak of the daily newspaper, I don't mean a Sunday paper, which, although having as much right to be called a daily as has the Monday, Tuesday or any other day's issue, is, nevertheless, considered independently by advertising men. Sunday issues have taken the place of the old-time weeklies. The metropolitan Sunday newspaper combines almost every feature in modern literature, as well as art and music. The circulation of a Sunday publication is immense usually and the rate for advertising in it is comparatively low in proportion to circulation.

The advertising manager of the New York Sunday *Journal* recently made the argument in a circular that while his paper perhaps was not of such advertising value in the mail-trade as *Ladies' Home Journal*, he gives as much circulation at fifty cents per line, whereas the price of space in the Philadelphia medium is five dollars per line, and he feels that the ratio of value to the advertiser is by no means

equal to this difference. I am inclined to think that he is right.

Quite a number of successful mail-order advertisers use Sunday issues. I have talked with several about their results and the general expression is that these papers are good for advertisements in large spaces, but don't amount to much where small space is used, unless it be an "agents wanted" advertisement.

Sunday papers have usurped the position of the great mail-order weeklies of ten or fifteen years ago, but they do not as yet cover quite the same territory. Taking the *Yankee Blade* as an example, this paper had a regular sale amounting to over one hundred thousand copies in country districts with very slight circulation in the cities. The Sunday papers sell mostly in the cities and not to any considerable extent in the country. True, the advertising manager of the Sunday paper claims that fast trains convey his periodical through the rural districts in time for people to buy as they are returning from morning service, but even then, only certain towns are reached, the numerous villages far away from the railroad tracks being overlooked in the rush.

The matter of position of an advertisement is quite essential in a Sunday paper. It is generally worth the extra cost to ensure a position next to reading matter or in some other part of the journal where it will be readily seen.

The advertiser who, having used mail-order monthlies with success, undertakes to try the dailies and who appropriates a limited amount for such experimenting, usually falls into the temptation of taking advantage of one of those interesting offers made by advertising agencies, wherein an announcement may be placed in say one hundred dailies for a low price. Such offers as this are all right for a three or four line "agents wanted" ad., but are hardly available for spreading a large announcement broadcast. In the latter event, each paper should be taken up separately and dealt with on its merits as well as according to the peculiarities of its rate card. In many dailies, no discount can be secured on a series of insertions, but sometimes a special rate is obtainable upon a given amount of space, say ten thousand

lines to be used within a year. Agencies can, as a rule, buy space for an advertiser cheaper than he can get it by direct purchase and will also save him the expense of checking, accounting and so forth, which is no simple matter.

MAGAZINE ADVERTISING.

It is generally presumed that magazines are read by the better class of people and publications of this character are patronized largely by mail-order advertisers selling a higher grade of goods. Some advertisements in some magazines yield very profitable results. The dealer who contemplates using them should exercise care in placing his orders or he may find himself losing more money on unprofitable mediums than he makes up on the few good paying magazines.

The trouble with the magazine proposition, as a whole, is that circulation statements can very rarely be relied upon. Instead of coming right out with a clear statement of circulation and the proof thereof, most magazine publishers seem to devote a great deal of energy to ingenious methods of causing the advertiser to believe that he is given more publicity than he really gets. It is indeed quite a difficult matter for even an honest publisher to state his circulation, because it is usually fluctuating. As most of his copies are sold by newsdealers, he must depend largely upon the way the public looks upon his publication from one month to another. The publisher of the country weekly or mail-order monthly, for which yearly subscriptions are the basis of circulation, can run insipid or uninteresting reading matter for a spell without any palpable effect being shown on the amount of copies issued, but if the magazine maker sends out a weak or uninteresting issue, its sale is liable to be affected almost immediately. On the other hand, if some feature of special interest appears, the sale of the edition containing it is likely to exceed double the ordinary circulation. Under these peculiar conditions, it is, of course, somewhat excusable that the publisher refrains from coming out plainly with circulation figures, yet those who prefer to make no mention of their circulation often find that certain advertising agents make estimates for them and in some instances

it has been alleged that these estimates are based more upon the commission received by the agents, than on anything else. The advertiser who uses magazines therefore is invited to participate in a guessing match. There is more of the lottery element in magazine advertising than in any other. In selecting your list of mediums, the best plan is to see what are being used by experienced mail-order advertisers who check their returns. Don't pay any attention to the advertisements of baking powders, tooth soaps, insurance companies, railroads, etc., as these are no criterion by which to determine the value of a medium for obtaining orders by mail.

Advertisers who have tried various spaces, say that a quarter page pays best. It can generally be purchased at a fourth of the rate usually charged for a full page. The best position for an advertisement in the ordinary pages is the upper right hand corner of a right hand page and publishers will generally grant this position without extra charge, if they are impressed that you really need it in your business. In buying magazine space, better take each publication separately and steer clear of lists with special rates for using the entire set, as about half the magazines usually named upon such lists are dear at any price.

CLASS PUBLICATIONS.

Under this caption, I refer to such journals as are devoted to special interests. Among them may be classed religion, temperance, agriculture, poultry raising, music and other classifications of literature. No rule can be given as to how mail-order advertising shall be done in these mediums, as numerous conditions must be taken into consideration. A few agricultural publications are held in high repute by mail traders. Of religious mediums, very few are profitable for the general mail dealer. Secret society journals occasionally yield wonderful results on certain offers. A dealer in cheap watches once told me that he struck the greatest bonanza of his existence in using a publication which reached a certain class of railroad operatives.

The best way for a mail-order advertiser to take up the consideration of class publications is to first examine any that are offered him and notice whether they are used by other advertisers whom he knows to be shrewd and successful. If so, he may take the risk of a few trial advertisements. If, however, other advertisers in the mail-order line seem to have neglected to use any certain publication tendered with a request for advertising, the matter should be considered very conservatively, because there are very few really valuable mediums that are overlooked at the present time.

SIZES OF TYPE.

Type in mail-order advertisements should be plain and clear. It should also be what is known as the old style, that is, not on the point system, as the latter arrangement of sizes has not yet been adopted by the advertising trade. In order to show the effect of several popular faces, here are given a number of specimens showing the same announcement in various types:

First, is the size known as Brilliant, in which the announcement occupies six lines, by count, of the usual single column width (2 3/4-16 inches,) but which is charged for by publishers as four agate lines. The following advertisement, as will be noticed, is set almost too small for practical use and can hardly be recommended.

SILVERWARE OFFER! TO INTRODUCE our new CATALOGUE and show what good value we can give for the money, we will send you a set of 6 neat and serviceable SILVER plated TEA SPOONS with pretty engraved style handles, postpaid, for only 20 cents, or a beautiful new design SOUVENIR SPOON for only 3 two-cent stamps. Address: ROGERS TRADING CO., 888 WEST ST., BOSTON, MASS.

Next are shown the same words set in Diamond type, occupying seven count lines, which make about six agate lines. This is a little plainer than the eye-tiring setting shown above, yet is hardly large enough for practical purposes.

SILVERWARE OFFER! TO INTRODUCE our new CATALOGUE and show what good value we can give for the money, we will send you a set of 6 neat and serviceable SILVER PLATED TEA SPOONS with pretty engraved style handles, postpaid, for only 20 cents, or a beautiful new design SOUVENIR SPOON for only 3 two-cent stamps. Address: ROGERS TRADING CO., 888 WEST ST., BOSTON, MASS.

Pearl type, of which the next set is a specimen, has come into considerable popularity for the setting of advertisements where space costs considerable money. In this type, as in all larger sizes, the introduction of full face (black) is permissible. The advertisement actually measures 6 1-2 agate lines, but it is doubtful if any publisher would accept it for less than half an inch (seven lines.)

SILVERWARE OFFER! To introduce our new Catalogue and show what good value we can give for the money, we will send you a set of 6 neat and serviceable **Silver Plated Tea Spoons** with pretty engraved style handles, postpaid, for only 20 cents, or a beautiful new design **Souvenir Spoon** for only 3 two-c. stamps. **ROGERS TRADING CO., 8888 West Street, Boston, Mass.**

Here is virtually the same wording in Agate type, this being the size by which advertisements are usually measured in publications used principally by mail-order advertisers. This is very plain. The measurement is eight lines. I may mention here that in agate, fourteen lines constitute an inch. When publisher's rate card speaks of "fifty cents a line," the word agate is understood. On this basis, an announcement of an inch in depth would cost seven dollars.

SILVERWARE OFFER! To introduce our new Catalogue and show what good value we can give for the money, we will send you a set of 6 neat and serviceable **Silver Plated Tea Spoons** with pretty engraved style handles, postpaid, for only 20 cents, or a beautiful new design **Souvenir Spoon** for only 3 two-cent stamps. Address **Rogers Trading Co., 8888 West Street, Boston, Mass.**

In Nonpareil, the following advertisement is set, taking ten lines to tell the same story.

SILVERWARE OFFER! To introduce our new Catalogue and show what good value we can give for the money, we will send you a set of 6 neat and serviceable **Silver Plated Teaspoons** with pretty engraved style handles, postpaid, for only 20 cents, or a beautiful new design **Souvenir Spoon** for only 3 two cent stamps. Address: **ROGERS TRADING CO., 8888 West St., Boston, Mass.**

Here the same wording is shown set in semi-display form to measure twenty-five agate lines.

SILVERWARE OFFER!

To introduce our new Catalogue and show what good value we can give for the money, we will send you a set of 6 neat and serviceable **Silver Plated Teaspoons** with pretty engraved style handles, postpaid, for only 20 cents, or a beautiful new design **Souvenir Spoon** for only 3 two cent stamps. Address:

ROGERS TRADING CO.,
8888 West St., Boston, Mass.

It remains for the advertiser to determine by experience or judgment which size of type he shall use. It requires rather deep study to determine whether seven lines of pearl will bring same results as eight lines of agate, or whether eight lines of agate will yield as satisfactory returns as ten lines of nonpareil and so on. The manner in which an advertisement is set is of great importance and the advertiser should look carefully after that feature. Most publishers set announcements gratuitously for their advertising patrons. Some do good work, while the composition in other establishments is deplorable. All advertising agencies of any consequence have facilities for typesetting for their clients.

MEDICAL ADVERTISING.

Up to a few years ago, nobody seemed to think that medicine could be disposed of except through drug stores by the influence of newspaper advertisements, almanacs and other forms of publicity. Apart from the old-fashioned physician, the travelling medical specialist went from place to place creating his local sensations. The idea of inducing people to send retail orders for medicines or special treatments by mail would have been pronounced as a crazy man's dream, almost within the recollection of any reader of this volume. To-day, hundreds of thousands of dollars are received through the mails in single orders for various specialties of

a remedial character. The business is still growing; in fact, it has already assumed such unique and remarkable proportions that people send money for faith cure brochures, medico-hypnotic propositions and the like. The best evidence of the expansion of the mail-order medical trade is furnished by doctors and druggists who figuratively speaking lay awake nights trying to put a stop to what they think is unfair competition. Agents of medical societies are very active in suppressing, or at least hindering the advertising doctor and the advertising remedy.

This field of trade is, however, getting upon too solid a foundation to be shattered by its own natural enemies. There is plenty of money being made in the mail-order medical line and the field is broadening. People will continue to seek for medicine or to be attracted by offers of medical treatment until the millennium. One reason why a mail-order medical business pays well is that a list of prospective buyers is limited only by the population, and the second reason is that a profit on each transaction is very large. The principal mail-order medical industry is in selling certain specifics, such as remedies for rheumatism, kidney complaint, consumption, catarrh, dipsomania, obesity, loss of hair, deafness, nervous debility, female complaints and so forth.

The method of promoting the sale of these preparations is usually by first offering free samples. It has been found by experience that good average returns follow the distribution of samples of a medicine among those who are in need of something of the kind. If an advertiser has a meritorious remedial agent for epilepsy and advertises to provide trial samples gratuitously to all who are subject to fits, who will apply by mail, he will have begun the preliminary operation in what ought to be a successful advertising scheme. Having posted a sample (which should be enough for two or three doses) accompanied, of course, by some interesting descriptive matter, testimonials and so on, the next thing to do is to sit back and wait a few days and take the orders as they come in for full sized bottles or boxes of the remedy. Those who fail to respond should, after a certain time, say thirty days, receive another communication in the form of a letter, also some descriptive matter and some fresh, up-

to-date testimonials. The price asked for the remedy should be same as at first. The general trend of the "first chaser" should be in calling the recipient's attention to the fact that a sample had been previously sent, that no order had been received, matter was probably overlooked, expressing hope that this reminder will bring an order, that now is a good time to take the remedy, some remarkable instances showing how others have been helped, and so on.

If the first communication with sample fails to elicit a response, the second communication and collection of literature may do so. Assuming this fails, another letter with different circular matter should be sent at the end of, say, sixty days, then from time to time thereafter, further propositions should be forwarded. I claim that a list of names of persons who have replied to a medical advertisement should not be abandoned until at least five communications have been forwarded, covering a period of about two years. A person does not usually answer a medical advertisement out of curiosity. Not many people will invest stamps and take the trouble to send for a sample of epilepsy remedy unless they either suffer or are interested in some relative or friend who is in need of medicine for the ailment.

I have mentioned epilepsy in the foregoing remarks simply by way of example, but what I am saying refers to medicine for any complaint. If a remedy is sold through the drug stores and people are advised to go to such places for a supply, there can be no special reduced price offered, but if the business is confined almost exclusively to that done by mail, it will be found advantageous to make a series of offers to those who fail to respond with orders at the regular price. Theoretically it is not a very nice way to conduct one's business, but from a practical, dollars and cents standpoint, it pays to offer reduced prices when necessary. I would not advise a mail-order medical advertiser to devote any money or energy to cultivating the retail drug trade, until he gets his business upon a footing where he can afford to set aside an allowance for that purpose with the knowledge that his money will be seemingly lost for months and months. Druggists do not take kindly to medicines, the sale of which is pushed principally on the mail-order line. Any druggist

will obtain from his wholesaler a box or bottle of any remedy that a person calls for, but unless he is a *rara avis*, he will make a strong attempt to supply "something just as good," the chances being that his talk will be more convincing to the applicant than the mail-order dealer's circulars. A great deal of money has been sunk in the efforts of mail advertisers to place their articles on general drug store sale. Those who have linked the store trade and mail trade together, have spent a fortune before doing so.

A dollar is a small enough price for a medical preparation sold by mail; two dollars is better than one to start with and even five dollars is not far out of the way for certain classes of medicines. As to the kind of remedy that it is best to handle, it is not an easy matter to decide. There seem to be plenty of people to buy almost any sort of a medicinal article. By surveying one's circle of acquaintances, not many of them, perhaps none, would be found suffering from deafness, yet a certain concern receives from three to five thousand letters weekly from sufferers in the United States and Canada. Even such a seemingly rare disease as consumption (judging from the small number, if any, of sufferers from phthisis one can find among his acquaintances) brings many hundreds of applications daily for information regarding a certain well advertised method of treatment. It is, therefore, of little use to theorize along the line of supply and demand. The argument about too many kinds of remedy for the same disease being in the market was a played out theory twenty years ago. The only sure way to determine whether or not a successful medicine business can be established on any particular line is by making the experiment.

To become permanently successful, a remedy should possess merit and be lacking in poisonous ingredients. It is true that some dangerous medicines are extensively sold, but more than once has a remedy been swept right out of the market by public exposures begun by some newspaper or official chemist. Preparations should be attractively put up and offered in convenient sizes. A person who makes his or her first purchase of a package of a remedy should be encouraged to keep on buying by convincing arguments. It is a serious mistake to carry on a medicine business with the

idea of selling only one bottle or box of the specific to each patron. The most successful mail-order medical advertisers rarely make any money except upon renewal sales.

A somewhat different branch of the medical business to that of simply disposing of a proprietary article is that of the mail-order specialist who advertises to give personal attention to each patron's case. In this form of business, an authorized physician must be conspicuous, both for effect upon the public and for the purpose of complying with the law. A person who, in this country, prescribes medicines for another is liable to get into serious trouble, if he is not a registered practitioner. Advertising specialists usually aim to get five dollars and upwards for a course of treatment. Their fees are generally charged upon a monthly basis and their financial success is in rendering such satisfactory service the first month that the patient will continue month after month.

In a business of this kind, better results are usually achieved by using the name of a physician rather than by adopting the name of an institute. People are inclined to look upon institutes or medical companies as they do upon hospitals. True, a medical company, like a hospital, might furnish better professional service than a single physician, and a percentage of the population sees the matter in this light, yet a still greater percentage needs convincing upon that point. It is difficult enough to get people to answer advertisements without being obliged to go to the trouble of explaining to them that they will receive better service from a clinic of wise looking gentlemen seated around a big table. Instead of writing to "The Muggins Medical Company," the average country person, in need of professional treatment, prefers to be in correspondence with "Dear Doctor." In this respect, the advertising rule is quite different from that suggested for general merchandise where the larger the concern the more faith is placed in it.

To establish a business as medical specialist, it is unnecessary for the promoter to be a physician. It is better that he be a business man. A physician can be employed upon a salary and his name used for advertising purposes. It is of the utmost importance that care be exercised in selecting the

person to be thus employed and a contract should be made which shall protect the promoter of the business. In two or three notable instances, a professional practitioner, whose name was extensively advertised, has left his employers and started out for himself at another address in the same town, calculating to make money upon the advertised reputation which does not legitimately belong to him. The courts have decided against the physician in such instances and the post-office department has refused to deliver mail addressed to himself. In these instances it was, of course, proven that he had given the right to others to do business under his name.

On all proprietary medicines, there must be revenue stamps under the present law. The value of stamps for each package to be in proportion to the price charged for the medicines. Physicians' prescriptions are not taxed according to law and for some time advertising medical specialists failed to put stamps upon medicines sent out by them, claiming that the remedies were given free, while the medical advice was paid for and that they came under the same classification as physicians that did not advertise. The treasury authorities have decided, however, to discriminate against those who advertise to furnish treatment by mail. All mixtures or prescriptions by whomsoever sold, the demand for which is created by circulars, circular letter or public advertisement, and which by reason of such solicitation passes through the mail or express office to the consumer must be stamped same as proprietary medicines sold through the drug stores. This ruling, as above stated, includes preparations made by physicians or other persons who seek patronage by post-office or by printed circulars or advertisements, or who solicit the afflicted in any manner by means of classified lists.

Some persons who are not physicians advertise themselves as Professors. This is well enough so long as no prescribing is advertised to be done by the Professor. He can sell all the proprietary articles he likes, but unless he is able to attach *M. D.* to his name, he must not pose as an adviser on human ailments.

The following terms are those in frequent usage among medical advertisers and are given with proper definitions:

CORRECTIVE—Anything which has power or tendency to correct or counteract anything wrong or injurious.

ANTIDOTE—Anything which will remove the effect of poison, disease, etc.

CURE—A special method, process or course of remedial or medicinal treatment.

CURE-ALL—That which cures all diseases—a panacea.

DECOCTION—The liquid produced by boiling a substance until its soluble properties are extracted—Especially such a solution of vegetable principle in water—Distinguished from infusion. General formula is 10 parts substance to 100 parts cold water, in a covered vessel boiled 15 minutes.

DISEASE—Any departure from, failure in, or perversion of normal physiological action in the material constitution of functional integrity of the living organism.

EXTERMINATION—That which exterminates.

INHALER—Something through which one inhales for administering medicaments by inhalation.

MIXTURE—Something resulting from or obtained by mixing a preparation consisting of an aqueous solution in which is suspended an insoluble compound and intended for internal use—a co-mingling of the ingredients which retain their individual properties or separate chemical nature. If chemically combined it is a *compound*.

PURGATIVE—Efficacious in cleansing the bowels.

PURIFIER—That which cleanses or refines.

PROPHYLACTIC—Any medicine or measure for protecting from disease.

PROPHYLAXIS (Med.) Preservative, or preventative treatment for disease, especially for any particular form of disease in an individual.

RESTORATIVE—A medicine employed to restore health or physical vigor as a tonic.

REMEDY—That which is used in any way for the care or relief of bodily disease or ailment. A medicine, a remedial treatment.

SPECIFIC—Having some distinct medicinal or pathological property, distinguishable or determinate.

TREATMENT—The act or mode of treating, especially of handling or behavior in some specified manner.

OPIATE—Medicine containing opium; something inducing sleep or repose. Anodyne consisting of or combined with opium.

ANODYNE—Having power to allay pain, soothing. An agent which relieves pain by blunting the sensibilities.

ALTERATIVE—Tending to change gradually the nutritive processes and bodily habit to a normal state, said of a medicine or mode of treatment.

APERIENT—Gently purgative medicine or diet.

CARMINATIVE—A remedy for flatulence.

CATHARTIC—Purgative, purifying.

COMPOUND—Any combination of two or more elements or parts.

LAXATIVE—A gently purgative medicine.

As to the manner in which medical advertisements and circulars should be written up, so much depends upon the methods of the business itself, that only general advice can be given. The person who writes the literature should be able to place himself in the position of a prospective purchaser and consider what arguments would appeal best to him. This can be done by reading letters that have been received from those afflicted and by consulting with physicians or others who can supply any information upon the subject in question. Technicalities in medical advertising matter should be avoided. Some medical specialists prepare their circulars as if they were addressing college graduates, while as a matter of fact, the people who answer advertisements regarding various cures are usually those who never went through college or seminary, unless it was in entering by one door and passing out through another. Generally, too little rather than too much literature is supplied to prospective patrons. A person suffering from some ailment will usually read all that is set before him relating to his trouble and is likely to be convinced by a profusion of testimonials rather than by a lack of them.

The mail-order medical business affords wide scope for cheating, but the effects of such practices sooner or later

bring the offenders into disrepute if not more serious difficulties. The aim of the advertiser should be to give just as good value for the money as if he were operating a store where people called and examined the goods that they purchased. It should always be kept in mind that the misdeeds of one advertiser injure all others. One branch of the mail-order medical line has been brought to a very low grade by the reckless manner in which it has been conducted by certain individuals.

Some care should be exercised in selecting a name to be used in advertising. If a proprietary article is to be sold, its name should be registered as a trade mark, otherwise if a large sale is created, imitators can infringe with impunity. The cost of procuring a trade mark, including lawyer's services, is in the neighborhood of fifty dollars. Names that are easily found in dictionaries, gazetteers and even in some foreign languages are not available for trade marks. Such names as "Atlantic Sarsaparilla," "Pain Paint," "Asparagus Compound," "Ready Relief Salve," *et cetera* cannot be protected. In the title of a business, if it is decided to use a company or institute name, it is well to avoid the use of such as "Smith's Consumption Cure Company," "Jones's Cancer Institute," "American Obesity Cure Company," "Ohio Hair Grower Dispensary" and so on. Some people are not particularly sensitive, but others would refrain from having money-orders issued or sending registered letters to such names. Suppose, for instance, you were a sufferer, you would hardly feel like falling in line at the post-office and in the presence of half a dozen bystanders ask that a letter be registered to the "Sphinx Pile Cure Company" or the "Kelly Institute for Inebriety." No doubt the use of poorly selected names has in some instances interfered greatly with advertisers' returns. It seems quite needless to remark that advertisers should use considerable judgment in the manner in which they send out their letters, circulars and parcels. Most people, as above stated, are not overfond of having their neighbors know that they are sending away for medicine. Some advertisers make it a rule to send out only sealed matter in plain envelopes.

VALUE OF GOOD-WILL.

There is no business in which good-will accumulates faster or stays longer than in the mail-order trade. If you can start in the merchandise mailing business to-day and carry on your transactions for a year without earning a cent in profit, provided you satisfy your customers and keep up your advertising during the twelve months, the good-will of your business should be worth an amount equal to half of the receipts of the first year. Let us suppose that you intend to start in the mail-order business and sell goods in the line of personal specialties, your first announcement, for instance, is as follows:

ALL FOR \$1.00.

GENTLEMAN'S SET. To introduce our goods we will send 1 Excelsior bosom shirt (latest style); 1 pair of good quality socks (heavy or light as desired); 3 fine white linen finished cambric handkerchiefs; 1 neat bow tie; 1 pair high grade pure Irish linen cuffs; 1 nobby four ply linen collar (standing or turned down); 1 pair handsome link cuff buttons; 1 superb gold plated collar button and 3 neat gold laid shirt buttons. All the above sent, carefully packed, postpaid, for only \$1.00, just to show you what good value we are giving. Mention sizes required.

LADY'S SET. To introduce, we will send one handsome flannelette waist, any color (latest style); 1 pair fast black cotton hose; 1 pair of good quality black pure silk mitts; 1 pure Irish linen white handkerchief; 1 handsome scalloped Swiss handkerchief; 1 packet of Parisian perfumery; 1 handsome shirt waist set, consisting of link cuff buttons and four studs. All sent carefully packed, postpaid, for \$1.00. Mention sizes wanted.

SATISFACTION GUARANTEED.

The above offers are made just to show the good value that we are giving. If you are not well satisfied, send what you receive right back to us and we will refund your money with postage incurred. In ordering goods, remit by money order or registered letter.

SMITH & SON, HARRISBURG, PENN.

The goods referred to in the above advertisement are such as can be obtained of jobbers in dry goods and either one of the above outfits would probably cost eighty or ninety cents including postage. When the advertising space is paid for, together with an allowance for proportionate share of operating expenses of your business, it will be found that you are

losing ten to fifty cents on every sale, provided a judicious selection is made of mediums in which your announcement appears. The presumption is, of course, that you are sending goods of such value for the money that purchasers will be satisfied. This being the case, they will look over your catalogue; this, of course, should contain many specialties, upon which you make twenty to seventy per cent profit. This ought to mean further orders from those who have sent you their dollars. Out of supplying a thousand customers on a given date, you ought to receive five hundred dollars in second orders during the next four weeks, if your sample lot is all right and if your catalogue is attractive. Then there comes the second month with its share of orders; some from people who have dealt with you twice before and some from those who are ordering for the first time since receiving the sample lot. Then there is the third month and many more months to follow. On this plan, where you have apparently lost money at the outset, you have soon received enough renewed patronage to offset your expenditures and then profitable dealings begin.

The transactions that follow the first one are what is known as good-will and this is the feature of a mail-order business that determines its true value. The man who figures upon fooling people into believing they are to receive articles of good value and who sends his patrons goods of palpably low value, simply because the buyers trust their money to him, makes a very good percentage of profit on the original sale, but he has accumulated no good-will, therefore he must either catch a new set of credulous customers or discontinue his business. On the other hand, if you give good value at the outset, coupled with prompt and courteous methods of correspondence, also attractive printed matter, you can build up good-will which will develop like a snowball. I therefore recommend Longfellow's advice: "Build to-day then, strong and sure with a firm and ample base."

Let it not be understood from the hypothetical advertising example given above that a mail-order advertiser need necessarily sell his first supply of goods at a loss. In many cases, even the first order can be put through at a profit, but it isn't safe to reckon upon this as a general rule. It frequent-

ly costs as much as half a dollar to sell the meritorious ten cent article. The producers of a certain brand of whiskey, who have made quite a success of selling it on mail orders, make their original offer at three dollars and twenty cents. They are quite willing to allow that sum of money as the average advertising expense for bringing orders, let alone the value of the whiskey, packing, expressing and so forth. They depend upon their liquors giving such satisfaction that future orders follow and then the profit begins. Dealers frequently advertise novelties at say twenty-five cents each, which have cost them nearly that amount and when the advertising and postage bills are paid, they find that they are temporary losers on each sale, but their catalogues come to the rescue. Promoters of advertising schemes which border closely upon the line that divides the legal from the illegal frequently make enormous percentage of profit.

In speaking of good-will, let us take this advertisement as an example:

SILK REMNANTS For Fancy Work, Quilts,
Sofa Cushions, Head
Rests, Etc. Different Colors. All Bright, Fashionable
and Handsome. Package only 10 cts. HINKLEY & CO.,
JACKSON, MICH.

Under the terms of this offer, Hinkley & Company can put two or three little remnants, which have been chosen from a lot purchased by the ton from some silk mill or neck-tie factory, into an envelope, sending to the purchaser under a one cent stamp at a total cost not exceeding two cents. The conditions of the advertisement will have been fulfilled and as nothing has been misrepresented, the firm cannot be brought under any process of the law. ~

Instead of sending two or three quite worthless little pieces of material, Hinkley & Company can send several scraps of large size, attractively assorted, which have perhaps cost them ten cents when dropped into the post-office.

By one method an immediate profit is gained and the advertiser waits for more victims. By the second method, good-will is created and if taken advantage of, with a nicely arranged catalogue of specialties which should attract the

buying proclivities of people who make crazy quilts, a goodly amount of continued patronage is in store for the Jackson mail-order house.

It therefore remains for the beginner in the mail-order advertising field to determine according to which method he will transact business. Confidence is the key-note of commercial and most other kinds of success. The advertiser, who figures upon fooling the public just because the convenience of the mails and the matter of geography allows him an opportunity, is very liable to get into a trend of thought where he will try the same method of working in other ways. As a result, his mercantile credit will suffer, also his social standing.

I am sorry to say that most beginners in the mail trade do not exercise enough foresight to appreciate the desirability of establishing good-will, but let me call attention to practical demonstration in a review of the successes that have been made by mail traders. Pick out ten advertisers who were in the mail-order business ten years ago and who are still in the same line, having accumulated wealth, and you will find that at least nine of them have made it their policy to give satisfaction to patrons at all times. If John Lynn, the great mail-order notion dealer of New York were to notify his advertising agent to discontinue further service, there isn't the slightest doubt in the mind of any experienced advertiser in similar business that Mr. Lynn would receive a quarter of a million dollars in orders during the next ten years, as a result of the advertising that has already done, assuming he were to send catalogues to old patrons annually.

I happened to be talking with a city post-office superintendent recently and he told me that, on the average, there were received over twenty-five letters every week addressed to a mail-order house that went out of business through the death of its owner and mismanagement of successor over six years ago. The dealer who follows out the policy of treating patrons well can in later years say as Horace "*Exegi monumentum aere perennius*"—which being translated means "I have reared a monument more lasting than bronze."

GOODS-ON-CREDIT SYSTEMS.

It was only a few years ago that an advertisement of the goods-on-credit style appeared to any extent. It emanated from Mr. Hawley, a druggist in Wisconsin, who offered to send a set of silver-plated spoons to any lady who would sell a dozen boxes of his corn remedy. In this advertisement he agreed to send the articles upon application with the understanding that they be paid for when sold, he agreeing to send the spoons upon receipt of the three dollars. It may be that this idea was similarly worked in a small way by somebody else before Hawley's time, but I don't recollect having been impressed by the idea until this proposition came to view. Most mail-order advertisers noticed it and figuratively held their hands up in horror, believing that the Wisconsin gentleman would go to financial ruin in a short time. The idea seemed to please the people, however, and Mr. Hawley did a large business for awhile. Others came into the field with various articles to be sold on a similar plan and the business has so developed that it has become a very extensive industry.

The articles usually sold upon this plan are those which are inexpensively produced, such as medicines, toilet preparations, perfumes, ink and blueing in dry form and so forth. The promoters of these schemes have averaged to make a great deal of money. I know three men who have probably set aside over five hundred thousand dollars through the operation of the goods-on-credit system, during the past few years and there are quite a number who think it a poor week's work that doesn't show a profit of one hundred to three hundred dollars. I shall not undertake to go into the details of the various selling devices in operation at the present time. They are well known, or at least can be easily learned about by any person interested in them.

A few years ago, the percentage of people who, after receiving goods for selling, made settlement averaged as high as eighty per cent; now, most dealers are satisfied if they can collect fifty per cent of the retail amount of goods sent

out on credit. It averages to cost somewhat more to obtain inquiries for articles on the consignment system than formerly, this being due in my opinion not so much to competition, as is generally alleged, as to the fact that not enough originality is shown in operating these schemes. Of certain articles, such as perfumes, blueing, and laxative pills, there have been enough sent out to supply every man, woman, child and unborn babe several times over. A great deal of money has been made on these things and probably some will continue to be made, but to those who are about to start, I would advise undertaking to supply something a little different. There are many commodities which can be produced very cheaply and which would go even better than some of the articles which have been so largely dealt in.

Don't get into your head the idea that in order to make money on the consigned goods system, it is necessary to find an article which can be sent by mail under a few stamps. Try something that will go by express or freight, supply in larger quantities and offer larger rewards. Take baking powder, for instance. The cost of making it is exceedingly small in proportion to the selling price. Tin cans or boxes can be bought very cheaply, as can labels. Tens of thousands of dollars are annually spent in newspaper advertising in making baking powders popular. These advertisers, at the same time, are popularizing the article in the abstract. By this I mean that the more big manufacturers advertise their wares, the more opportunity there exists for others to enter the field profitably. You can tell the people that you make as good a baking powder as any other manufacturer and that instead of spending a fortune in printer's ink, you prefer to give the usual proportion of profit to those who directly introduce your goods. You can furnish a can of baking powder, to retail for twenty-five cents, that contains a larger quantity than any of the powders made by the trust and can give a very desirable article to any one who will sell two dozen, three dozen or four dozen cans. If you use a little caution as to whom you send the goods, your losses will be much less in proportion than if you forwarded small packages of ten cent goods indiscriminately by mail. The cost of sending by freight is comparatively

small. A person who obtains goods at an express or freight office must be known, therefore you take less chance of being swindled by persons using fictitious names or who have no permanent place of habitation. I have mentioned baking powder as an example. It is being sold by a few concerns on the premium plan above suggested, but there is a great field still open and unlike novelties, such as perfumes, dry inks, etc., this commodity can be sold over and over again by the same agent to the same people. There are numerous other articles upon which large profits are susceptible, if the business is worked right. Get into communication with a large manufacturing chemist and you will learn that he can furnish such articles as root-beer extract, cherry phosphate, flavoring extracts, jamaica ginger, peppermint, witch-hazel extracts, rat, mouse and cockroach exterminators, also dozens of other things.

Having decided what you will handle, the next point to be considered is what articles you will give in the way of premiums. Rings, watches, cameras, padlock bracelets and a few other specialties seem to have the greatest popularity at the present time. A manufacturing jeweler told me that more of those single curb chain bracelets are being disposed of by goods-on-credit advertisers than by the retail jewelry trade of America. As for rings, watches and other commodities, they are handled by the tons. Sets of dishes, silverware, etc., are used to considerable extent, but in too many instances they are given more on paper than in reality. Bicycles are also disposed of to some extent. It seems to me that there are numerous other articles not largely used for this purpose that could be put more freely in the schedule of premiums. Among the things I would suggest are those of practical utility, such as furniture (some one article of which can be obtained in quantities very cheaply), sewing machines, fancy lamps, dress goods, ladies' waists, children's clothing outfits, umbrellas, men's custom and ready-made clothing, boots, shoes and other such commodities.

In any town or village, is there not more than one mother who would ask neighbors to purchase articles of the baking powder or flavoring extract sort to enable her to obtain a

good baby carriage or suit of infant's clothing? What neighbor would refuse to pay a woman from twenty-five cents to a dollar for cooking supplies, knowing that they are helping her obtain the sewing machine that she requires to make her own life more worth living? Some advertisers have begun to realize these things and are acting accordingly; they are the ones who will reap the greatest rewards in the future.

Shut your eyes for a few moments and mentally consider why the handling of the articles of the kind that I have recommended should prove more successful than the giving of a little piece of jewelry for selling a dozen or more envelopes of sachet powder. Mind you, I don't decry the latter grade of scheme, for, as I have already said, fortunes have been made from it, but I am suggesting ways and means to something more substantial in mail-order business on the credit plan. A little capital will be needed, perhaps rather more than in the cheaper schemes, but the results will justify the expense of starting. If you want to offer various articles of the character of furniture, sewing machines, bicycles, lamps, et cetera, and do not feel financially equal to putting in a stock, try this bit of advice. Get a catalogue of one of the big mail-order merchandise houses, duplicate some of the illustrations and descriptions of theirs, then when persons become entitled to premiums, send the orders with money direct to one of these large houses, requesting that articles be sent your agents. You will probably find that until your business is developed so that you can use goods in large quantities, that it will be an economical method of doing business. Supply your own shipping labels and request that the large mail-order house make no use of your patron's name except for shipping and that no circulars be sent with the goods. Such a request will be complied with upon your application. In some instances, a discount can be obtained from the catalogue price, but my suggestion would be to make no request for this until you begin sending along orders quite freely, thereby showing that you are really doing something; then you can consistently ask for better terms.

A goods-on-credit business begun in a small way and established along the lines that I have suggested will usually prove profitable and permanent, if properly managed. The field is practically unlimited in the matter of possible customers and your treatment of the people should be such that you can deal with the same ones over and over again.

Now, as to the proper way to conduct your financial transactions. Make it a point throughout your literature and correspondence to have it understood that you send your goods on consignment. Under this plan, the goods legally belong to you until disposed of and if the money collected for them is fraudulently converted to other uses, you have a basis for action at law. I will not undertake to explain how to prepare consignment forms, but would suggest that you have your attorney cover this point for you, being careful, however, not to use a lot of legal form phraseology, which may frighten your patron. A mere order received for goods on a form requesting them on consignment and your letter accompanying goods, in which you acknowledge receipt of order and repeat the statement that the goods are being consigned, is quite sufficient. I would not advise sending out goods indiscriminately to every Tom, Dick and Harriet, as some dealers do. A large amount of petty rascality has been induced by a method of this kind. It will be better to request that one or two references be given to you by the person who requests goods-on-credit and it is just as well to ask the persons thus referred to if they believe your prospective agent is honest. By this precaution and the consignment idea, you will reduce your percentage of loss to a minimum. The manner in which you communicate with persons who fail to make settlements at the arranged time is one which should be carefully considered.

First, keep in mind that you must not do any dunning on postal cards, for such procedure is contrary to the United States statutes, neither can you legally make threats upon postal cards. If a person does not settle on time, a polite reminder is in order and if this does not evoke response within say two weeks after being sent, you can next very properly call attention to the fact that the goods were sent

upon consignment and mention the meaning of the word consignment, at the same time, making it very clear in a gentle but firm manner that you are not to be trifled with. By the time you have reached this point, you will probably have effected settlements with most delinquents, yet for the small percentage that fails to respond, after this series of polite hints, a little stronger communication is permissible. You can cite half a dozen or so cases where persons have been sent to jail for having fraudulently ordered goods through the mails without having intended to pay for same. Such cases as these are printed from time to time in a little monthly publication for mail-order advertisers known as *Our Silent Partner*, which can be obtained gratuitously by writing to Sawyer Publishing Company, Waterville, Maine. In sending this printed report of several prosecutions, you can intimate that you will feel at liberty to undertake a similar course unless you are properly dealt with by the person to whom you have consigned goods. This will probably evoke an answer of some kind or another upon which you can arrange a settlement. Failing to do anything by this, you may turn the case over to an attorney, who will make an effort to collect for you, he to receive a percentage of the amount collected in payment for his trouble.

As to the propriety of actually going to law, you will do well to take your attorney's advice. Where a flagrant case of defrauding you appears evident, you are justified in laying your case before the Post-Office Department and requesting action. The prosecuting attorneys of the Government and the post-office detectives who gather evidence are employed by the people of the United States for the purpose of remedying misuses of the postal service and you have the same right to call upon them as any other citizen. Lawsuits are possible in cases, under the goods-on-credit system, where people fail to settle, but are hardly advisable, because if a person either will not or cannot pay after coaxing or emphatic demands, it is hardly probable that you would gain much even if you won by legal process. In any event, the expense would be comparatively large.

In sending goods to Canada, methods must be employed comprehensive of the customs duties between the two countries, and this is a matter which depends upon the goods and premiums handled. Information upon this point can be most readily obtained by explaining your business to an express company which handles traffic between this country and the Dominion.

Considerable of the goods-on-credit business of the present time consists in veiled propositions for deceiving the people into believing that they will get more valuable premiums than are really delivered to them. A common plan is to word an announcement to the effect that by selling a small number of articles there will be given "a beautiful set of gold plated collar and cuff buttons and our offer of a solid gold watch." The person who reads the advertisement jumps at what he or she thinks to be a remarkable opportunity and after selling a dollar's worth of knick-knacks, the gold plated buttons are received and "our offer of a solid gold watch" which is an offer to send the watch provided further sales to the extent of several dollars' worth are effected. In some courts this method of advertising has been ruled as fraudulent. In others, the advertiser has convinced the judge that he does literally what he says, namely, sends an offer. Nobody can say *an offer* is synonymous with gold watch. The statute referring to misuse of the mails makes an advertiser guilty for intending to deceive and if a large number of witnesses stand up and testify that they were misled by the advertisement, which they answered, it is ten to one that the scheming advertiser gets the worst of it, his only hope, in the event of prosecution, being in inducing the judge to rule to dismiss the case upon some technicality. A person who advertises under this system of leading the people to expect more than they really get must consider the possible consequences in advance. It may be that he will accumulate a fortune and retire from business without being bothered. On the other hand, some recalcitrant female may do something to make him sorry almost before he is fairly started. I shall not moralize upon the matter, but I cannot refrain from suggesting the advisability of keeping well within the

legal danger line, not alone with the object of saving worryment, but because I believe there is plenty of room to work up goods-on-credit business on straight business-like lines. A card index is the best by which to keep accountings of transactions of a goods-on-credit system of trading.

KEEPING CORRECT ADDRESSES.

In sending out circulars to addresses of persons already on its lists, a well-known mail-order concern uses this form, printed on a small slip:

Have you Changed your Address since you last wrote us?

*If so, please give us your former
address on blank lines. Postoffice*

County..... State.....

Give name and NEW ADDRESS below:

Sign your name in full

Postoffice..... County

*Name of nearest
express office..... State*

IF YOU HAVE EVER WRITTEN US FOR A CATALOGUE Or have ever sent us an order, and have since moved or changed your postoffice address, we would thank you to fill out the lines above, stating your former address. **MAIL THIS SLIP TO US,** and with this information we can correct our records so as to avoid sending you any printed matter to your old address, and instead, send it to your present and correct address, and thus insure your getting all the mail we send you.

Slips covering the above points, including the expense of printing and enclosing, cost but a few cents per thousand and help the dealer to keep his mailing list well revised. It is better to go to a little trouble to keep a list accurate than to depend upon postal employees to re-mail circulars.

KEYING ADVERTISEMENTS.

If you hand the sum of one thousand dollars to an advertising agent with copy of a mail-order announcement, which you wish to have inserted in a number of periodicals, you ought to know later on, pretty nearly what each publi-

cation is worth to your business. Some advertisers do not maintain any checking system of returns. One dealer told me that his offer was so strong that every paper he used was more or less profitable to him. Another claims that the cost of checking properly amounts to more than the value of the information gained by such a plan.

I think the results of advertisements should be checked, or at least a pretense of checking should be made for two reasons, the first of which is that it will pay in the long run for the advertiser to ascertain which mediums are best adapted to his purpose, and secondly for the same reason that a merchant counts goods that he buys. By the latter suggestion, I mean that if it becomes known throughout the advertising field that a certain mail-trader does not keep any account of results from individual periodicals or combinations, this knowledge is taken advantage of in certain quarters. Most advertising agents place the business conscientiously, but there are a few who, when they know an advertiser keeps no record of returns, will take advantage of the fact and place his announcement in certain periodicals which they know to a moral certainty are unprofitable for the dealer to use, yet upon which they have some special "inside rate" or due bill for space. Let me cite a case in point.

A few years ago, when the circulation of the *New York Weekly Recorder* was being pushed rather extensively, large due bills for space were given to advertising agents in payment for announcements which they placed for the *Recorder*. The agents took these due bills believing that space could be advantageously used by their patrons. It soon became manifest to advertisers, who used keying systems, that this journal was not bringing the returns that were expected, in fact, advertising space was not worth a tenth part of the price charged for it. Those who ascertained the weakness by keeping count of results withdrew their advertising. Now, what would you do, if you were an agent holding a credit for a considerable amount of space in the *Weekly Recorder*, which you had already paid for? Would you not shut your eyes to the complaints made regarding this paper's advertising qualities and undertake to unload the space as

fast as possible upon those who were not posted? Your conscience might trouble you a little about doing this, but such is one of the tricks of the trade that is winked at occasionally.

Again, it has been found that a publication which has the reputation of bringing satisfactory returns to most advertisers will not bring profitable results to those in certain lines. Perhaps you may be in the latter class. There are numerous methods of determining from what source inquiries emanate. The old-fashioned plan is to put the words "Mention this paper when writing" on an advertisement. Some advertisers carry this further and make their offers contingent upon "If you mention this paper in writing," so that readers will not forget that detail.

Among the more recently adopted checking methods are those of making certain alterations in the address as given in each publication. One plan is in changing the initials, such as *A. B. Smith & Company*, *D. B. Smith & Company*, *C. B. Smith & Company* and so on. Another method is in using *Dept. A*, *Dept. B*, *Dept. 43* and so forth. Another is in altering the street number, such as *1027 Wood Street* or *1028 Wood Street*. In using this latter method, the numbers should be started higher than the highest regular street number to avoid confusion with other business concerns on the same street. Another plan is in using a building address such as *17 Burdick Building*, *18 Burdick Building* and so on. Some advertisers create names for the buildings in which they are located and number them in the fashion mentioned.

All plans involving differences in title and address are somewhat objectionable, yet it is difficult to find anything that is a really good substitute. I once heard a district attorney, with more malice than sense, try to argue that the alterations in a firm's address (which had been done for keying purposes) constituted fictitious names changed for the purpose of humbugging people and I suppose that every advertiser, who uses alterations of initials and street numbers, has received more or less communications asking the meaning thereof. I am inclined to favor the old-fashioned idea of requesting people to mention the name of the publication in which they have seen the advertisement and for

next choice would select the plan of using a building name and number.

Quite a number of concerns use the "Cut this out" idea. If considerable advertising is done, it soon becomes practically impossible to tell from which publication an announcement is clipped, unless it bears some distinguishing mark or initials set somewhere in the announcement. The practice of requesting people to cut out an advertisement is not the best by any means. Many people object to mutilating their favorite journals and will let an advertising offer pass by rather than damage the appearance of their paper by cutting it out. This is particularly true in the more expensive publications, although it applies in no small measure to the cheap literary journals, in which it is desired to preserve the text of stories. Then too, a "Cut this out" advertisement will be seen by a great many people who cannot take the liberty of clipping the paper, because it does not belong to them, being borrowed from a neighbor or perused in the reading room of a public library.

The number of replies that are received from one publication as compared to those received from another does not always prove the superiority of the medium bring the largest number of direct returns. Of course, if the only object of the advertisement is to sell an article at twenty-five cents or some other price, the advertiser can let his decision as to the paper's merits for his purpose rest with the immediate returns. The object of most advertisements, is, however, to open the way to future transactions of a more important character. If possible, the actual sales made from each publication should be taken into consideration. Some dealers in sending out order blanks with catalogues, place a key thereon to correspond with the key indicated in the original inquiry. Others on their order forms print a line with words requesting the customer to mention the journal in which he first saw the firm's advertisement. This plan is very nice theoretically speaking, but does not prove up in practice, because people forget where they first saw the advertisement and are just as liable to give wrong as they are correct information. An advertiser, who resorted to this last named plan for a year, told me that hundreds of patrons

mentioned having first seen his announcement in publications that had never carried a line of his advertising.

If an index recording plan is used for addresses, such as the card system, the name or key of the paper from which an inquiry emanates may be indicated on the card at the time the address is written; afterward the amount of sales produced as the indirect result of the insertion of an advertisement in any certain publication can be compiled from the cards.

PERPLEXING PROBLEMS.

The mail-order business, like any other, has its share of disappointments and causes for worry. A fellow can be just as brave a hero in meeting these conditions as is he who goes to the front in battle and meets the enemy. A well-balanced head and plenty of courage is required to enable a person to meet numerous perplexities that occur in the mail trade. It seems at times to be nothing but details and rumors of details. At other times, troubles come in rapid succession.

I was wandering down Broadway early one evening, carrying plenty of troubles of my own, when I met a well-known advertiser who was meandering in an opposite direction with a look upon his face as if he didn't care what happened to him. The result of our meeting was that we dropped into the Hoffman House and, under cover of the smoke of two "Hoffman House cigars," which brand, by the way, is never sold in that hostelry, he narrated to me that in the morning, he had awakened with a headache. His breakfast was unsatisfactory and the large advertisement that he had placed in last Sunday's papers was not bringing adequate results, therefore he saw quite a loss of money apparent with a low bank balance and a good-sized advertising bill to settle.

This combination had not tended to put him in the best of humor up to eleven o'clock of the forenoon, when, as was his occasional custom, he went to his mailing room on the floor above and hardly believed his eyes when he saw two of his female employees folding circulars and placing them in envelopes, one of the circulars being a regular "first offer"

and the other being an order blank of a special half price offer, which would upset the whole proposition, if received by a person who had just applied for information.

"How long have you been doing this?" asked the amazed man.

"Oh, we have sent out about two thousand of this set," replied one of the young ladies with a smile, evidently believing that the dealer would be pleased at the large amount of mailing that had been done during the morning.

"Stop this immediately," he exclaimed, and pulled the contents out of all the envelopes that hadn't yet gone to the post-office. Then he directed them as to what circulars should be enclosed and set things moving properly in that quarter, saying under his breath words that could not well be spoken and promising himself that he would make a change in his mailing staff at the end of the week.

Then he went back to his office and had no sooner begun to answer his correspondence than in came an officer and served upon him a notice that he must appear at court, two days later, to be examined as to his qualifications as a juror. Being a busy man, he didn't like this sort of thing.

By lunch time, he was in very bad humor, although he returned to his office, after a simple repast that eased his feelings somewhat, his bookkeeper informed him that a certain variety of goods, which were having a large sale, was out of stock and orders were accumulating.

"Why is this?" growled the advertiser, "telegraph at once to Jobson & Company and demand immediate shipment. I sent them an order for two thousand of these articles almost a month ago and they should have made a delivery before this."

A few minutes later, the bookkeeper reported that he was unable to find a copy of the order that his boss had sent, but he had telegraphed Jobson & Company.

"I'll see if I cannot get somebody who can be depended upon to make these goods," said the disgusted dealer, who pictured in his mind a pile of complaining letters and a considerable amount of correspondence in keeping patrons easy.

A little later, an employee called his attention to a typographical error, in one of his circulars, which was causing

considerable annoyance, the word *hook* having been printed instead of *book*, so that the proposition read, "With each order, we send a descriptive *hook*." People were asking what a descriptive hook was and some fools were writing in, saying that they got the instrument they ordered, but no hook was packed with it. And after the advertiser had done a little more cussing under his breath, a gas bill came in for the last quarter, which was three or four times larger than he calculated and to cap the climax, just as he was going downstairs, a telegram was delivered to him which read in this style: "No order received. What style and quantity do you want? Can ship in three weeks. Jobson & Company."

It was with all these troubles upon his mind that I had met this mail-order man and now he looked to me for sympathy and advice.

"Hang it all, what shall I do?" asked he.

"Let's go to Weber & Fields," said I.

I afterward learned that the next morning, my friend, having awakened early and without a headache, took a brisk walk for twenty blocks after breakfast, then telegraphed an order to Jobson & Company, requesting quickest delivery possible of at least a part of the supplies, then prepared a form for printing on a postal card to be sent to those whose orders were held and were coming in, stating that goods could not be forwarded until a certain date, on account of manufacturing delay.

Next, he called in an employee and said to her, "Look here, Miss Brown, you have been working in this establishment for two years and I have always found you faithful. Business is so brisk and I have so many different things to look after that I cannot always be in the mailing room. I need somebody there to act as my principal assistant, until such time as the business warrants a superintendent. You just take hold now and let me see what your ability is. If you show as much competency, as I believe you have, it will mean a raise in your wages soon."

Then he accompanied Miss Brown to the mailing department and introduced her in the new capacity, since which time there has been no bother on the blunders of inexpe-

rienced employees. It took my friend only a few minutes to instruct his bookkeeper that he would hold him responsible for keeping a sufficient quantity of goods on hand and that all orders must not only be duplicated, but acknowledgments insisted upon. Then things went on more smoothly for awhile in that establishment.

There are hundreds of clever little epigrams printed in neat little books, advising people not to worry and so on. Some people might as well be told not to eat as not to fret, because one habit is as much their nature as the other, but nevertheless there is a certain amount of cure for it. A mail-order man cannot take things easy while he is establishing his business and reputation. It would be very poor advice for me to suggest that all responsibility be thrust upon others. The trick is in reducing the percentage of perplexities to a minimum. The manager of a mail-order enterprise should not undertake to carry too many details in his own mind. He should divide them among various trusted employees and then supervise the labors of these assistants as thoroughly as possible. Some mail-order men get into the habit of wasting all their mental energy upon trivialities of their business. I know a man, for instance, who spends all of his time in his mailing room, checking off orders, weighing packages and attending to dozens of other minor matters, constantly examining the work of every one of his six or seven employees. He leaves the advertising department entirely to an agency and his financiering to a bookkeeper. He says he cannot afford to hire a foreman and therefore does the work himself, having no time to attend to more important features of his business. If he were to take his best mailing clerk and constitute him or her as head assistant, most of the details, which now occupy his attention in the mailing department, could be taken care of by the person put in charge and he could double or treble his business by taking the time to sit down in his office and do some brain work.

When a person finds himself fretful and irritable, it is usually a sign that he needs a rest and recreation. An hour's spin on a bicycle is worth more than any medicine in adjusting the nerves, because it affords recreation with exer-

cise. If a bicycle isn't desired, try some other form of outdoor amusement. A well-known New York man, who represents a large Chicago mail-order advertising agency in New York, finds much of his recreation in horseback riding. Several well-known mail-order men enjoy walking home after viewing horseraces.

There is no doubt that worrying has a tendency to shorten life and there is no question but that lack of worrying means lack of success in life, therefore it remains for the reader to figure out a happy medium. Benjamin Butler, once an important personage in the history making of our country, reduced mental science to such a point that, during the recess of an important trial or political convention, he could lie down and take an hour's peaceful sleep, then, upon being awakened, resume the problems of thought that were agitating his mind before. Some of our mutual friends, the long distance mental healers, may, upon reading the foregoing, say that I am confounding what should be the proper processes of the mind with what I term worrying. Technically, a difference might be demonstrated. So to make myself clear as possible, I will make this suggestion. Keep in touch with your own business and with the doings of others in the same line as yourself. If things do not go right, don't rest easy until you get them working properly. If your advertising department is not what it ought to be, change your agent; if your printing is going wrong or is costing too much, change your printer; if undue carelessness is constantly evinced in your mailing department, change the manager thereof; if your accounts are not properly kept, release your bookkeeper and employ another and so on, first, however, having explained to these people wherein they are falling short of your ideas of proper service.

I once observed a business which was started in an office in a large city building. Trade increased so rapidly that one office after another was taken until six were being utilized with thirty or forty employees engaged. Things did not seem to go smoothly, until the outfit was moved to another building where a whole floor was utilized. Then everything was under the observation of one person and not

only was there a saving in rental but a lesser number of employees were required to turn out the same amount of work.

Almost any perplexity that arises can be adjusted by careful consideration of its cause.

ADJUSTING SMALL DEFICIENCIES.

In the course of a mail-order business, particularly where a catalogue is utilized, there is more or less bother with discrepancies in remittances. Suppose, for instance, that a collection of articles are listed at \$3.90 but the patron, by miscalculation, sends only \$3.75. There is a difference of fifteen cents which the advertiser must undertake to collect on general principles, for if overlooked it might encourage further deliberately arranged "slight discrepancies." If the difference is but a few cents, as per above example, it is hardly fair to hold the entire order while waiting for the shortage to be made up. A better way to cover the point is in the use of a printed or typewritten form reading something like this:

NEW YORK.....19..
M

On your order just received, there is a deficiency of cents as shown by memorandum of items written on the back of this sheet. By courtesy to you we shall not delay your order, pending payment of balance, but send goods promptly and request that you kindly return this form with the required amount enclosed in stamps. If it is your intention to send us another order within a month, you may wait and enclose at such time.

SMITH, AINSLEE & CO.

If the amount of shortage is quite large, such as in the receiving of two dollars instead of three dollars, a printed form somewhat as follows, will be found available:

NEW YORK.....19..
M

In your order received to-day, there was only \$.... instead of \$.... as required. We therefore hold your order awaiting the payment of the balance which kindly send at once, upon receipt of which we will immediately send your goods.

IMPERIAL SILVERWARE CO.

A variation of the foregoing may be utilized to better advantage on small remittances where it is deemed inex-

pedient to open an account for the deficiency. Take, for instance, the receiving of thirty-six cents where fifty cents is called for in the advertisement:

We regret to notify you that there was a deficiency in your remittance, amounting to cents, probably an oversight on your part. We herewith return your order with our accountant's mark thereon showing amount enclosed. Will you please return order with this slip attached, together with the required sum in stamps and we will promptly forward your goods.

Some concerns use a form similar to the following where it seems practicable:

We regret to inform you that there was a deficiency in remittance just received from you, amounting to and not wishing to delay your order while waiting for the balance, we herewith send goods to the value of the amount received from you. We shall be pleased to receive the required difference upon receipt of which we will send balance of goods, or you may prepare and send us a new order.

In some cases the mail buyer sends more than the required amount by mistake. It often happens that stamps are counted too liberally. An offer to send samples of goods for "sixteen cents in stamps" is likely to bring some replies with sixteen two-cent stamps. In minor cases of this character, a form something like the following may be found useful by the dealer who desires to give full money's worth:

Your order just received. We find that you have sent us slightly more than the required amount and therefore make up the difference in extra goods, which we trust will prove satisfactory to you.

If this method is not just the thing that seems to be needed, the following may suit:

In sending your remittance just received, you have enclosed an amount slightly in excess of that required by us. We therefore return the difference to you in postage stamps and trust that you appreciate our fair business methods, even to the small accountings.

Another way of taking care of an over-payment, utilized by some of the largest general merchandise mail-order houses is in the issuing of a certificate something as follows:

CHICAGO..... 19..

M.....

On the order that we are filling for you to-day, there is still a balance in your favor amounting to and this certificate will be accepted for that amount whenever returned to us with an order for goods or otherwise. This means the same as money, as this order is collectible from us at any time.

It may be that a certain article ordered is out of stock and that a further supply is not expected for some time. In such event, a slight variation of the last form may be utilized.

FOREIGN MAIL TRADE.

Setting aside the consideration of Canada, the export mail trade of the United States is much less than it ought to be. This is due principally to the fact that our postal service is not up-to-date, as compared with mail carrying systems of Great Britain, Germany and France. With the development of international parcel post system and lower trans-oceanic letter rates, our foreign mail trade can be remarkably extended. The express forwarders have recently awakened to the fact that faster and cheaper service between the United States and foreign countries is necessary and great improvements have been made of late. The American Express Company has now established offices of its own in several of the foreign capitals, while the United States Express Company and Wells, Fargo & Company are ably represented by foreign agents.

Every mail-order advertiser of consequence, has more or less foreign patronage, but it is rarely given proper attention. Not one dealer in a dozen knows the rate for sending letters or parcels to points in the Universal Postal Union.

The parcels post system is now in operation between the United States and Germany, Jamaica, Barbadoes, Bahamas, British Honduras, Hawaiian Islands, Leeward Islands, Colombia, Salvador, Costa Rica, Danish West Indies, British Guiana, Windward Islands, Newfoundland, Honduras, Trinidad and Chili. To any of these points (except Chili) packages not exceeding eleven pounds can be mailed at the rate of twelve cents a pound. To Chili, the rate is twenty cents. A parcels post between the United States and

Great Britain will probably be in operation before the second edition of this book is issued. This will enable a dealer to send a pound of goods to any point in England, Scotland, Ireland and Wales, at twelve cents instead of a dollar and sixty cents, as is now required. For further information regarding foreign mail rates and regulations, see the *United States Postal Guide*.

Remittances are usually received by postal or express money orders. Sometimes local postal orders are received from certain British possessions through ignorance of the senders. Such are available only in the country wherein they are issued, but can usually be exchanged for proper vouchers by returning to the remitter, or by sending to an United States consul at the point where the postal order is issued. Handling of foreign stamps is mentioned in another chapter.

Dealers wishing to buy foreign made goods should communicate with importers who handle such specialties as they require. Addresses of importers (New York and San Francisco are the principal importing points) can be found in directories of large cities. Those who wish to personally ascertain what can be done in the way of buying abroad, will find the best markets in London, Rotterdam, Hamburg, Berlin and Bohemia. Watches are bought cheapest at Berne. Swiss watches and Birmingham jewelry are better left on the other side of the Atlantic, as they are inferior to American products of similar kind, while prices (after paying duties and transportation) are but little less than what must be paid for articles made here. I am half inclined to believe that cigars could be imported from Germany or Holland, and sold in the United States on mail-orders and otherwise, profitably. A cigar costing a cent in Holland is considered equal, by many Americans, to one costing a dime in this country.

SUNDRY SUGGESTIONS.

Here is a little copying idea, where a typewriter is used. In answering a business communication, instead of having your reply copied on a separate sheet of paper through a carbon, let your typewritist insert the original letter, reverse

side foremost, and make the copy of your answer upon same. This makes the letter and its answer inseparable, also saves paper, as well as space in the file.

There are two dealers who run "cut this out" offers and they make a practice of saving all the clipped ads. which come in letters. When each collects five thousand, he exchanges with the other, and these are dropped into packages of goods which are going out to the people. By this little device, each dealer gets five thousand of the best kind of circulation, to what might almost be termed a petite circular.

Another dealer who changes his offers frequently, keeps this month's clipped ads., and requests his forewoman to see that they are dropped into packages going out two or three months later.

In keeping jewelry or silverware in stock, avoid dampness. Use no rubber bands, as they cause discoloration.

In writing up your circular matter, get in a few lines urging people to remit by safe methods, also to write their names and full addresses very plainly.

A patent or trade mark should be applied for through a competent attorney. A copyright is easily obtainable without legal assistance. For information as to how to proceed to obtain a copyright, write for circular upon that subject to the Librarian of Congress, Washington, D. C. Right here, it may be mentioned that the contents of this volume are protected, and as copyright does not mean *right to copy*, anyone who takes extracts from this book without permission will be prosecuted.

Every mail-order trader should carry a fire insurance policy upon his establishment. The cost is but slight, and the recompense, in event of fire, can never be anywhere equal to the actual loss, as one of the most valuable assets—records—cannot be insured.

Mail-order men should keep out of active participation in politics, as the practice tends to a neglect of regular business. A mail-order enterprise cannot be safely neglected.

MANUFACTURING GUIDE.

On the following pages are given several formulas for making articles, issuing recipes, and so forth, for utilization in the mail-order trade. All formulas that are given in this book can be depended upon as trustworthy if the right grade of ingredients are used. During the experimental period, the dealer can seek the aid of a local druggist or chemist, and when the time arrives for making up a specialty by the ton or cask, a manufacturing chemist should be consulted. Most compounded articles cost very little in comparison to the price sold for, thereby allowing a very good margin of profit.

Neatness in the appearance of proprietary articles has much to do with their sale. A little ornamental tin-foil, a bottle cap, handsome label or lace paper may influence a sale, where the same preparations, if put up in a crude way, will prove comparatively unsalable. A good plan to follow, before marketing an article, is to buy other advertised preparations of similar kind, and thereby gain at a glance much valuable information, that is the result of long experience of other manufacturers.

HERBAL TEA.

Many people have an objection to taking liquid medicines, and pills, because they know that such remedies usually contain mineral or alcoholic ingredients. This objection, together with the merits of the following described mixtures themselves, have led to an extensive sale of various dried vegetable mixtures, among which "Garfield Tea," "Lane's Family Medicine," and several others stand forth as prominent examples. These preparations are made of roots, barks, leaves, seeds, and blossoms of various plants, crushed to a coarse powder. The ingredients are mixed thoroughly, then the preparation is put up in boxes for sale. Quite a number of formulas exist. Here is one of them:

Buckthorn bark.....	4 ounces.
Dandelion root.....	4 ounces.
Senna leaves	4 ounces.
Licorice root	1 ounce.
Coriander seed.....	$\frac{1}{2}$ ounce.
Anise seed	$\frac{1}{2}$ ounce.

The rule for using the mixture, as above described, is to take a heaping teaspoonful and steep it in a cupful of boiling water, then strain and drink as ordinary tea. This should have a laxative effect like pills, sold for the same purpose, but if the above should not be found strong enough, a larger proportion of senna leaves may be introduced, or some coarsely ground rhubarb may be added. For the purpose of advertising the decoction as being a good nerve quieting medicine, a small quantity of celery seeds may be introduced.

The ingredients for making this mixture can be obtained from wholesale herbalists, who are usually to be found in the large cities. They will, under contract, deliver the ground barks, roots, leaves, etc., mixed in proper proportions. The price will vary according to market conditions, but a package of medicine similar to "Garfield Tea" should not exceed two cents when boxed and ready for the market. This, however, does not include the price of the revenue stamp, which will be five-eighths of a cent extra, if the medicine is sold at a quarter of a dollar.

DYSPEPSIA TABLETS.

A good sale for dyspepsia tablets will always be found in this country. They may form one of a list of articles sold by the mail-order advertiser, or he may make a specialty of this medicinal commodity. Here is a formula from which may be made a reliable tablet or lozenge:

Pepsin.....	1 grain.
Ginger.....	1 grain.
Pow'd ext. of hydrastis.	2 grains.
Sodium bicarbonate	5 grains.
Jalap resin.....	$\frac{1}{2}$ grain.
Oil of peppermint.	$\frac{1}{2}$ dr.

Tablets can be made up by a manufacturing chemist from the above formula at a comparatively low cost, by the thousand, and can be packed in cardboard boxes or bottles

for retail handling. It may be well to mention that papain, caroid, or some other form of vegetable pepsin should be used in the above formula in preference to the ordinary pepsin. The directions for taking can be given after a little experimenting, as the number of tablets or frequency with which they are to be taken must depend upon their size.

HAIR REMOVER.

This is an article more extensively sold by mail than in any other way, because purchasers of it are usually ladies and from a reason of modesty, prefer to obtain what they hope will be a relief by sending an order by letter rather than by calling personally for it. Some persons have done a large and lucrative business with no other specialty than a depilatory preparation. There are a number of formulas, all more or less effective. Here is one that is used in the New York hospitals for removing hair from the skin, previous to operations:

Barium sulphide	3 parts.
Starch.....	1 part.

This is to be mixed and bottled air-tight. When an application is to be made of the powder, enough of it to cover the section from which the hair is to be removed is to be made into a thick paste by adding water. This is to be placed in a layer over the hair and allowed to remain for a short time, then scraped off with the back of a knife or some other blunt instrument. The preparation could be put up by a manufacturing chemist. Bottles containing between one and two ounces are quite sufficient. The cost should not exceed six cents a bottle, packed, when purchased in quantities. This article has been sold all the way from twenty-five cents to ten dollars per bottle.

It may be well to mention that the barium sulphide should be quite fresh. It can be prepared by making barium sulphate and its own weight of charcoal into a paste with linseed oil, working the paste in the shape of a sausage, and placing it on a bright fire to incinerate. When it has ceased to burn and is a white heated mass, remove from the fire,

cool and powder. This depilatory will not remove hair permanently, nor will any other, although some advertisers have the temerity to claim that they are selling a permanent hair remover.

PERFUME TABLETS.

Millions of so-called perfume tablets have been sold on various mail-order propositions. We will not undertake to detail here the methods by which such goods are put upon the market, but give three practical formulas:

(1) Paraffine	4 ounces.
Oil of lavender	2 drams.
Oil of bergamot	2 drams.
Oil of cloves	1 dram.
Oil of rose-geranium	$\frac{1}{2}$ dram.
Vanillin	8 grains.
Almond oil	1 dram.

Triturate the vanillin with the almond oil, add the oils, and shake well before adding the paraffine.

(2) Paraffine	4 ounces.
Oil of linaloe	2 drams.
Heliotropin	$\frac{1}{2}$ dram.
Oil of bergamot	$\frac{1}{2}$ dram.
Oil of lemon	$\frac{1}{2}$ dram.
Almond oil	1 dram.

(3) Paraffine	4 ounces.
Oil of ylang-ylang	2 drams.
Oil of cloves	1 dram.
Oil of sandalwood	$\frac{1}{2}$ dram.
Conmarin	20 drams.
Essence musk	$\frac{1}{2}$ dram.
Almond oil	1 dram.

An essential oil largely used instead of ylang-ylang, lavender, and other odors, is citronelli, which might be substituted on one of the above formulas. Sometimes the perfumed tablets are supplied in small tin boxes. These can be bought enamelled, varnished and printed for something less than three dollars per thousand. The perfumed cakes should not exceed four dollars per thousand, and may be made at a considerably lesser cost if deemed advisable. Careful attention should be given to procuring ingredients of good quality. Certain wholesale druggists or other vendors sell better supplies than others at the same price. It will, therefore, do no harm to look around until you find the place to buy where you can depend upon getting the most value for the money.

A LAXATIVE CANDY.

A gentleman who has established a great business in the mail-order line, and through the drug trade, owes half of his success to a formula for laxative candy, and the other half to his ingenuity and enterprise in introducing it. I will not undertake to give his recipe, because I don't know it, and I wouldn't print it if I did. Here, however, is a rule by which a candy tablet may be made which will have the effect of opening the bowels, and therein lies the secret of success of hundreds of medicines.

Powdered extract of senna.....	2 ounces.
Powdered extract of licorice	2 ounces.
Powdered sugar	2 ounces.
Oil of anise.	150 minims.
Oil of wintergreen.....	150 minims.

Triturate well together, beat into a mass with a sufficient quantity of water, and divide into tablets of 30 grains each. If desired to claim that these candy tablets are of special value in cases of rheumatism, kidney and liver troubles, etc., an ounce of cascara sagrada can be substituted for an ounce of the senna. If there should be any considerable number of complaints of these tablets causing griping, the addition of oil of anise will probably adjust the matter.

For a novelty, the tablets could be chocolate coated, if deemed advisable. This formula is best prepared by some manufacturing chemist, who, upon application with the receipt, will give you quotation upon the tablet in quantities at a certain price per thousand delivered in bottles, you to count and pack in boxes in your own establishment.

A HAIR GROWER.

So long as people continue to wear hats, there will be a demand for hair growing preparations, therefore, anyone who contemplates embarking in this line of business need not worry about the possibility of his specialty going out of fashion. A great deal of money has been made by selling some articles advertised for this purpose, and as testi-

monials are flourished *ad libitum*, it is to be presumed that in some instances hair can be grown on bald heads.

One gentleman, who is engaged in a banking institution, has made many thousands of dollars by dealing in a hair grower as a side line. Another gentleman, who is engaged in several enterprises, recently established a concern for the promotion of the sale of a hair tonic, and it is stated that his little business grew to such size that he is laying away money at the rate of about five thousand dollars monthly, which, by the way, is not an unusual amount for a successful advertiser, although it may seem like a fortune to some reader of this volume, who is struggling at the foot of the ladder.

Here is a formula which may be put up by a chemist:

Precipitated sulphur, recently washed.....	30 grains.
Glycerine	$\frac{1}{2}$ fl. ounces.
Rose water.....	1 pt.

The bottle is to be well shaken, but the liquid poured off for use only when it becomes clear by standing. The sediment is allowed to remain, and the shaking is repeated from time to time.

A chemist will tell you that sulphur is quite insoluble in water, but you can look wise and say that you know that in this formula a sufficient quantity is taken up to have the necessary effect. This liquid can be cheaply produced by the gallon, and put up and sold at a dollar per bottle. The directions for using this hair forcer should be to use it as a wash, applying a small amount at morning and night.

A specific advertised by a Western concern as a sure moustache, or beard grower, which also produces hair on bald heads, is composed of vaseline, in which is placed a small quantity of tincture of cantharides, the directions being to rub well into the skin where it is desired that the hair shall grow.

I will not undertake to say how to prepare advertisements and circulars on the subject of hair growing specialties, but will refer the would-be advertiser in such commodities to the advertising experts, who are prepared to furnish convincing matter upon the subject, unless, however, the

novice be able to write the announcement himself. I may mention that certain modern investigators have asserted that falling out of the hair and baldness are due to the action of certain microbes, and this seems to be a favorite theory to talk upon at the present time.

FACE POWDER.

The most harmless face powder consists of wheat starch reduced to an impalpable powder, either alone or mixed with other ingredients. An excellent and harmless powder may be made by mixing wheat starch and powdered orris in the proportion of six parts of the former to one part of the latter, and perfuming with a mixture in equal parts of oil of lemon, oil of bergamot, and oil of cassia. Use about one part of the mixture to every two hundred and fifty parts of the powder. Add it little by little, rubbing all the while. The addition of about one part of ultramarine blue to every two hundred and fifty parts of the above, removes the ghastly appearance of the skin when too much of the powder chances to be used. The following is a powder much effected by some great actresses and singers:

Venice tale, choicest white	2 parts.
Rice flour.....	2 parts.
Zinc oxide.....	1 part.

Mix thoroughly and perfume with sufficient of two parts of oil of ylang-ylang, two parts oil of neroli, three parts oil of bergamot and twenty parts best German cologne water.

To give a flesh tint to either of above powders, add sufficient of a solution of carmine in ammonia water.

A GLOVE CLEANER.

People take their kid gloves into the stores and pay from ten to thirty cents for having them cleaned, when by spending a quarter dollar for a bottle of a cleaning mixture for gloves, they could do the job themselves at a cost of about a cent a pair. I have often thought if an article for this purpose were properly advertised, it could be sold extensively through agents and by means of other channels in

the mail-order trade. For example, suppose you were to get hold of two or three attractive premiums, such as a silver-ware set, ladies' shirt waist, gold ring, or even a pair of nice gloves, you could advertise to give choice of one of such articles for the sale of a dozen bottles of your glove cleaning compound at twenty-five cents per bottle. You could offer to send the goods by express prepaid, and to forward the chosen premium when the three dollars was remitted to you. This sort of an offer would be accepted mostly by women, and they could be fairly depended upon as to making settlement. A dozen bottles of "Klein's Kid Kleaner," or any other name you chose to give it, should not cost you, when bottled, labelled and packed in sawdust, in a wooden case, over seventy-five cents, and at an average of twenty-five cents more, it could be delivered at the address of the amateur sales agent. This would leave a margin of two dollars on the dozen, out of which you must pay the cost of your advertising (which brings the applications,) and of the premium which you give. If you find that twenty-five cents is too much money to charge for a bottle, you can put it up in small vials at ten cents, requiring the sale of two or three dozen. As suggested in the chapter upon goods on credit, it would be well to send some other article with the glove cleaner, so as to afford a variety for your agent to sell. This, in many instances, would enable your representative to dispose of three or four specialties to one customer.

Another way to sell the glove cleaning mixture, or other proprietary articles, is through the old system of supplying agents at a certain price per dozen or gross. Still another way is to simply put it in your catalogue at a retail figure and sell it along with other goods in which you deal.

The following formula is a simple one, and can easily be prepared by anyone:

Dried castile soap	1 ounce.
Solution of chlorinated soda	1 ounce.
Water of ammonia.....	30 minims.
Water	1 ounce.

Add the soap, in fine shavings, to the water, over a warm bath, and when a smooth paste has been formed, remove from the fire, let cool and add the other ingredients.

The solution of soda chlorinated can be bought from wholesale druggists, or ordered through your local druggist in gallon jugs. It will be advisable to get the assistance of a drug clerk in preparing your first supply. Learn from him the quantities of each constituent as measured in quart cans, so that you can prepare the cleaning compound on a wholesale scale.

INVISIBLE INK.

This has for years formed a stock feature in certain novelty catalogues. It is made by mixing one part of sulphuric acid with twenty parts of water. The writing should be done with a quill pen. It can then only be read when the paper is heated. This is as good a formula as any that I know of, and it is easily prepared.

TOOTH POWDER.

There are several persons who use tooth powder, not as many as ought to, but nevertheless a percentage of the population, which amounts to a few million, and this offers quite a fertile field for the mail-order advertiser who knows how to take advantage of it in disposing of his article.

After writing on matters of this kind, I usually feel ashamed to look my druggist in the face. I have "worked" him for little pointers under the intimation that I am asking out of curiosity. I have cajoled him into spending an hour or two of his time in testing a formula and by the bribe of one of his own two-for-a-quarter cigars and a prescription requiring a dose of his *Spir. Fermenti*, I have induced him to tell me what medicines he sells the most of, why they are in special demand, and a hundred other little pointers that have gone toward my education, such as it is, in the mail-order line. Now I am telling other people how to enter his own camp and sell goods of his own kind to the trade he thinks he controls simply because of a matter of geography.

Ten years ago, everybody who used tooth powder bought it of a druggist; now, one person out of every ten who feels the need of that commodity, orders it by mail. Ten years hence, I believe postal arrangements will be such that five out of ten people will buy through the mail, because they will find it as easy and cheap to do so as to trade with a store half a mile away. I don't mean to say that if a person simply wants a box of tooth powder, he will sit down and write a letter, paying postage and enclosing stamps for it, rather than to slip on his hat and coat and travel to the nearest drug store, but he will turn over the pages of a mail-order dealer's catalogue, arranging his order for two white shirts, "Lives of the Poets," a hammerless shot-gun, bottle of indelible ink and box of tooth powder. This will save him travelling around to several stores. Such kind of buying as this is becoming more frequent, in fact, as I have already stated, local merchants are beginning to stir themselves on account of the inroads made upon their trade by dealers who sell by advertisements and catalogues. Here is a formula for tooth powder, which gives general satisfaction:

Prepared chalk.....	200 grams.
Castile soap.....	12 grams.
Orris root	25 grams.
Saccharin.....	0.05 gram.
Oil of wintergreen.....	3.00 c. c.

The soap and orris root should be well powdered before being mixed with the chalk and saccharin, after which the oil should be added.

If it is preferred to sell a tooth paste in a tube, which some people fancy in preference to the dry form, this formula may be utilized:

Orris root	320 grams.
Myrrh... ..	8 grams.
Prepared chalk.....	64 grams.
Oil of cloves	1 gram.
Oil of lemon	1 gram.
Oil of rose02 gram.
Glycerine, enough to form a paste.	
Carminc, enough to color.	

A twenty-five cent article in the way of a tooth-cleaning preparation should not cost over two or three cents, when ready for sale.

MUCILAGE PENCILS.

There ought to be quite a sale for a dry stick glue or mucilage, to be used for adhesive purposes by simply moistening with the tongue or otherwise. Here are two methods of making it:

(1.) Soak four ounces of best glue and one ounce isinglass in water until soft. Pour off the superfluous water and add one ounce brown sugar. Melt the whole together with a gentle heat, and allow it to evaporate until quite thick. Pour into a flat-bottomed dish that is quite cold; if placed on ice, so much the better, as it will prevent the glue sticking to it. When solid, cut into cakes.

(2.) Warm up twenty-eight parts of dextrin in thirty-two parts of water, under stirring until solution takes place. To the solution add fifty-four parts of best glue and four parts of finely sifted zinc oxide. Stir well and let stand for about eight hours, then put in the water bath and heat until the glue is melted. Melt in the water bath one hundred parts of glucose (solid) and add to this the mixture, stir until homogeneous, and pour into moulds of the desired shape. When hard, remove and wrap in paper.

Mucilage pencils made according to either of the above directions can be sold at five cents each with an excellent margin of profit.

EGGS OF PHARAOH'S SERPENTS.

For years these have formed a feature of novelty dealers' catalogues. Originally the "eggs" consisted of pellets of a very poisonous mercurial compound, which gave off dangerous fumes when heated. My friend, C. Milton Chase, of Boston, who has made these and other magical specialties for trick dealers, since the palmy days of Adams & Co., who did a large business in this line in the early eighties, was once nearly killed while making these pills. Now, however, he has discovered a new formula of comparatively safe materials, which is given below for the first time.

Potassium bichromate.	2 parts.
Potassium nitrate	1 part.
Pulverized white sugar	2 parts.

Powder each ingredient separately, mix and press into small paper cones. On the directions, specify that the "egg" is to be set afire by a match, and care should be taken not to breathe the fumes. The capsules should be kept from light and moisture. It should be further specified on the label that these "eggs" should not be left where young children can reach them, as they might swallow the snake producers without understanding the danger.

INDELIBLE INK.

This preparation always meets with a ready sale, and may be made from these instructions:

Dissolve an ounce of nitrate of silver in four ounces of water, and in another four ounces of water, dissolve two drams infusion of galls and two drams acacia, then mix the two bowls of liquid. An infusion of galls referred to can be made by pouring the ratio of an ounce of boiling water upon thirty grains of powdered galls, and from this should be taken two drams, if the quantities specified in the foregoing formula are used.

A BAKING POWDER.

It is quite needless to remark that baking powder is a commodity in general use. Hundreds of thousands of dollars have been spent in advertising it, and the end is not yet. Until recently the sale of this article was confined to the grocery trade; now it is an important feature in the mail business, and there is no reason why not. It can be made at small expense, and sold upon a very good margin. It is an excellent article to be utilized in some of the modern ingenious mail-order selling systems. If I didn't have anything else to do but make and dispose of baking powder on a mail-order proposition, I would not worry about my future supply of bread, butter and theatre tickets.

The manufacturers of baking powders that are upon the market, to-day, seem to deem it necessary to create a sale

for their goods by saying bad things about all the other similar propositions. They waste money and newspaper space galore in this form of foolishness. The silly fight got so intense, at one time, that a certain baking powder concern employed a corps of women to travel around from house to house, "testing" baking powder and telling the householders that other preparations than that of the concern which hired them were dangerous. This was met by putting reading notices in newspapers, authorized by the rival company, in which people were warned to beware of these itinerant female "testers," as a number of petty robberies had been traced to them, and so on *ad nauseam*. I would not advise the sale of baking powder on the plan of saying mean things about other powders, because there is plenty of scope in which to talk upon the merits of the article itself.

As the result of an elaborate investigation made some years ago by Professor Crampton of the U. S. Department of Agriculture, he recommended for official use the following formula for a cream of tartar baking powder, which is both pure and wholesome:

To make a sample supply, take a quarter of a pound of sodium bicarbonate, half a pound of potassium bitartrate, and a quarter of a pound of corn starch. Mix these thoroughly, crushing any lumps. The stability of the powder is increased by drying each ingredient separately by exposure to a gentle heat. Mix at once and immediately place in sealed cans or bottles.

An advertisement once appeared in the *Boston Herald* of a man who wanted a partner to put up the sum of five hundred dollars and go into business with him, he promising great financial return for the small investment. His share of the partnership was to be the supplying of the formula for making what he termed the best baking powder ever produced, and which he guaranteed would be endorsed by government experts. He said that he obtained the formula from his brother, a highly paid chemist employed by one of the large baking powder manufacturing corporations, and that the secret was worth at least ten thousand dollars, but that in consideration of somebody coming into part-

nership with him immediately, he would supply the formula, believing that he could get more than that sum out of it. The chemist who worked for the baking powder establishment was presumably to receive a share of the money earned by the brother who advertised for a partner.

The deal was closed with a dairyman from Brookfield, Mass., and the pair started in business. Unfortunately, however, the owner of the secret evinced a fondness for gambling, and before the business could be fairly started, the concern was in the throes of financial embarrassment. The dairyman owned the secret, however, and undertook to get his money back by advertising to sell copies of it for two dollars each through an advertisement in *Farm Journal*. The formula is that given above, and in view of the authority for it, the statement can be quite truthfully made that it is endorsed by government experts.

SACHET POWDER.

These powders are extensively sold by certain mail-order advertisers. Here is a formula for making a popular variety.

Red rose petals, ground	6 ounces.
Sandalwood, ground	1½ ounces.
Oil of rose	$\frac{1}{2}$ dram.
Oil of rose geranium	$\frac{1}{2}$ dram.

One advertiser tells me that his trade on this specialty is so large that he buys the mixed powders by the ton. "What man has done, man may do," is a motto that we used to see hung on the wall of the schoolroom, and I have no doubt that there is still opportunity for new comers in the business of supplying the suffering public with such commodities as above.

KIDNEY TEA.

A few years ago, what was known as Kidney Tea was very popular. It consisted of a coarse powder, which was to be steeped and taken like ordinary tea. It had ingredients of special virtue as a regulator for the kidneys and liver. As many persons suffer from ailments for which this medicine would prove beneficial, it is likely that a good mail-

order trade could be established on it, now. The formula is quite simple:

Take 2 parts each of buchu and uva versi, and one part of juniper. Have these ground into a coarse powder and mixed. Give instructions that a teaspoonful of the herbs be steeped in a cupful of boiling water, then strain and drink as ordinary tea.

An ounce of this mixture in an envelope should sell at ten cents, or a box containing almost three ounces should be sold for twenty-five cents.

The envelope should be printed in good style, and if the business warrants, lithographic work will add to its attractiveness. For the quarter dollar size, folded cardboard boxes may be utilized. Right here, it may be well to mention that in putting a medicine upon the market, it is well to choose one color wrapper and adhere to it, so it may become familiarized in the minds of the public. If you expect to build up a trade through druggists, be careful to select colors that do not fade.

VINEGAR MAKING PROCESS.

Vinegar is an article that is consumed in almost every household, and affords an excellent profit to those who make it. A Chicago party has recently been sending a circular to farmers throughout the middle states, offering to sell the secrets of the best vinegar making processes for five dollars, guaranteeing that the farmer can make several times that sum within a month by making up vinegar at his convenience and selling to storekeepers, neighbors, and so forth. It is related in this circular that one man—a market gardener, has added over a dollar a day to his profits by producing and selling vinegar along his route. Other examples are cited, but whether true or false, I don't know; suffice to say, however, the scheme is paying well enough to provide a good living for the man and his wife, who are circularizing and selling the formulas. It may be well to mention that patrons are offered the privilege of paying a dollar with order and the balance (four dollars) out of the first profits. Even if the four dollar bills do not

follow the initial dollar in a lively manner, there's still a very apparent margin of profit between the cost of the printed recipe and the first payment.

Here is the secret, just as sold, and a competent attorney informs me that it is not properly copyrighted; therefore, any reader of this book may copy it:

FIVE DOLLAR VINEGAR MAKING PROCESS.

Make a box about three and a half by three feet, and seven feet long, with one side hung on hinges so that it can be opened and shut. Inside of this box, on cleats to hold them, fit shelves the size of the inside of the box; the shelves are to be about one and a half inches apart. On the upper sides of these shelves gouge out channels with a one and a half inch chisel or gouge, half or three-quarters of an inch deep, running from one end to the other (nearly), then turn and come back to (nearly) the other end, about six inches from the last channel made, and so continue until the upper side is covered with channels running from end to end. There should be cleats fastened to the under side of the shelf to prevent the shelf from warping; the cleats are put in with screws.

The channels must be made slightly slanting, and at the end of the last channel made, bore a three-quarter inch hole. In this hole place a short wooden tube, so that when the cider arrives here it will fall through and into the commencement of the first channel in the next shelf below. All these shelves are made alike. The shelves must, of course, slant from side to side, and about two inches in the right slant; that is to say, one side of the shelf must be two inches lower than the other. One shelf must slant one way, and the one next below must slant the other way. Under the hole in the last channel of the bottom shelf, place a barrel or hoghead to catch the vinegar as it falls through the tube. Now bore a one-inch hole in the bottom of the box, at one end, not into a channel, but so the vinegar cannot run out. Now in the other end of the first or lowest shelf, bore a one-inch hole near one corner, then in the next shelf above in the opposite end and corner, bore another like hole, and so continue until each shelf has such a hole bored through it, and of course you will want a hole in the top of the box. These holes are for a draft of air to circulate through the box, and as the air in the box is warmer than the air in the room, there will, of course, be a draft of air through the box. The cider or other mixture heats itself in passing through.

To commence making vinegar, have your box or maker in some small room where you can have a fire and keep the temperature about 90 or 95 deg. Farenheit. Have a barrel, or tub, or hoghead placed a little higher than the box and near the end where the first channel commences in the top shelf; in this tub or hoghead have a faucet so that you can regulate the amount of cider or mixture running. Your mixture ought to be warmed to about 90 or 95 deg. A few gallons or half barrel of good strong vinegar should be run through first, so that the shelves will be well soured before letting other mixtures run through. It is a good idea to add one-third or one-fourth

of good vinegar to any mixture of elder before allowing it to run through the maker. Then open the faucet so that a stream not larger than a straw shall fall into the commencement of the first channel in the top shelf, and when it falls through the last hole and into the barrel below the maker, you will find it is good, strong and pure vinegar. This I believe to be the best and simplest way yet discovered to make vinegar quickly. The side hung on hinges should be kept closed while making and should shut tight. The outside box can be put together with nails, being careful to expose none to the action of the vinegar inside the box. Do not use any nails or iron in putting in the shelves, etc., as if you do, you will have ink instead of vinegar. All fastenings must be made of wooden pegs in place of nails, etc. Of course, when once started, you will make vinegar night and day until through making.

If you do not intend to make any great amount of vinegar, it would probably be best for you to make it with shavings, which you can get at the planing mills cheaply or for nothing. If not near a mill, they can be made quickly by hand.

To make molasses vinegar, take any amount of water, and for every ten gallons used add one of molasses, and a little yeast, and let it ferment. After done working, let it run through the maker. If you want something very strong, use two gallons instead of one, for every ten gallons of water. Sorghum vinegar is made the same.

Buffalo pure cider vinegar is made thus: For every ten gallons of water used, add one gallon of molasses and ferment it; then add one gallon of cheap whiskey or a half gallon of alcohol, to every ten gallons and let it run through the maker, and you have Buffalo pure cider vinegar of which such loads have been sold and people buying it have believed it to be made of pure cider. Yet those in the trade know the Buffalo vinegar does not contain one drop of cider. A little more whiskey added of course makes it stronger.

As to the business of selling recipes, no government license is required, nor are revenue stamps needed upon the formula as is sometimes supposed.

INK PAPERS.

Saturate several small square sheets of white blotting paper with aniline black and place in a small envelope, appropriately labelled, with directions, which must be that the person who wants to produce some ink for writing purposes shall fill a small bottle or glass with water, tear off a piece of the prepared paper and drop into the water. A square inch of the paper should furnish enough fluid ink to last for a considerable writing. Making easily portable ink in this manner might prove a good mail selling idea, if operated by a person of enterprise and ingenuity.

FLUID INK ERASER.

Parties who did a mail-order advertising business in Boston for a number of years sold what they termed the "True Secret of Sun Ink Eraser," at one dollar, payable twenty cents with order, balance in six months. A circular upon this subject was mailed with a catalogue of novelties. The "Sun Ink Eraser" was guaranteed to remove ink from paper quickly, clearly and effectively, "leaving no trace of the original writing." The circular demonstrated in theory that a person, after getting the secret, should be able to make and sell at least a gross bottles of the liquid every week, through agents, and if at a retail price of fifty cents per bottle, a profit of only fifteen cents was kept by the manufacturer, he could earn over a thousand dollars a year and live very comfortably. Here's the secret and it is all right:

Sun Ink Eraser is to be used instead of a lance or scraper for erasing ink, in order to instantly rectify a mistake or clean off a blot without injury to the paper, leaving the paper as clean and good to write upon as it was before the mistake or blot was made, and without injury to the printers' ink in any printed form, or the ruling upon any first-class paper.

Recipe: Take of chloride of lime one pound, thoroughly pulverized, and four quarts of soft water. The above must be thoroughly shaken when first put together. It is required to stand twenty-four hours to dissolve the chloride of lime; then strain through a cotton cloth; after which add a teaspoonful of acetic acid No. 8 (commercial) to every ounce of the chloride of lime water. The eraser is used by reversing the pen-holder in the fluid and applying it (without rubbing) to the word, figure, or blot you wish to erase. When the ink has disappeared, absorb the fluid with a blotter, and the paper is immediately ready to write upon again.

When sending the formula, the novelty concern gave quotations upon materials, bottles, corks, labels, handbills, and so forth, making considerable profit in that way. If at the end of six months, the eighty cents pledged by the purchaser of the formula did not come in, the novelty house sent a dunning letter, offering to send a premium of some value if settlement were made promptly. If this didn't bring an eighty cent money-order within a few days, another communication was forwarded, in which dire happenings

were threatened to the amateur chemist unless he settled without further parleying. This second alarm usually proved effective, except with the "hardened sinners," one of whom wrote, "You have got twenty cents out of me, and that's enough for a scrap of paper. I have eradicated your little bill with my Moon eraser."

LIQUOR HABIT CURE.

Here is the formula of "Captain Vinal Hall's Remedy for the Love of Strong Drink." Take of sulphate of iron, 5 grains; peppermint water, 11 drams, and spirit of nutmeg, 2 drams; mix. This remedy is to be taken twice daily in doses of about a wineglassful, with or without the addition of water. It is said by a well-known chemist that this recipe is one of the best there is for the purpose intended. The medicine is sold at one to five dollars by several mail-order dealers.

SELTZER APERIENT.

Under this name (which is a trade mark) is sold a white magnesium powder, which makes a not unpleasant drink, when mixed with water (one tablespoonful of powder to a tumbler of water) and which acts as a mild cathartic. The following recipe is guaranteed to produce a precisely identical article, that will be just as agreeable as a beverage, appear the same, and will produce precisely similar results:

Two pounds heavy carbonate magnesia; one and a half pounds tartaric acid (crystals); one and a half pounds best loaf sugar; one pound bi-carbonate of soda. Each dried carefully and separately powdered (fine.) Mix and add one-half fluid dram of essence of lemon and orange (each.) Pass through a fine sieve, put into warm dry bottles, cork tightly, and keep in a dry place. One pound of calcined magnesia can be substituted in the above for two pounds of carbonate, if desired.

This preparation may be put up for sale through the mail trade, but must not be advertised under the above name.

B.B.E.



